

Common Course Outline
HRMT 213/RECR 213
Tourism and Serving the International Visitor
3 Semester Hours

The Community College of Baltimore County

Description

Tourism and Serving the International Visitor

Examines the benefits, needs, and expectations of visitors from outside the U.S.A; covers the skills needed to provide services to culturally diverse groups and individuals and the methods utilized for adapting experiences to these persons' unique needs.

Prerequisite: RECR 210/HRMT 210, concurrent enrollment, or permission of instructor

Overall Course Objectives

Upon completion of this course the student will be able to:

1. Explain the importance of international visitors to the local and regional economy.
2. Identify the top ten nations from which the region's visitors originate.
3. Define at least five reasons (not sites) why international visitors come to our region.
4. Identify the nation's and region's competition for visitors from abroad.
5. Identify and explain the unique needs of international visitors.
6. Analyze advertising done by regional destinations and explain how it addresses the prospective international visitor's interests.
7. Define the unique customs of the top ten nations from which the region's visitors originate.
8. Identify the languages spoken by visitors from the top ten sources of international visitors.
9. Define cultural differences in communication beyond language, such as gestures and posture.
10. Identify resources for cultural needs and language assistance international visitors may need.
11. Explain the difficulties of transportation for international visitors from road signs to accessible scheduled transportation.
12. Identify areas of possible improvement in regional destinations to better serve global visitors.

Major Topics

- I. The economics of international travel.
- II. Selling the U.S.A. to prospective visitors from other countries.
- III. The modes of international travel.
- IV. The unique needs and expectations of international visitors.
- V. Cultural customs and habits of greeting.
- VI. Language challenges -greeting guests who speak other languages.
- VII. Communication styles.
- VIII. Customs and cultures.
- IX. Resources and researching for assistance translators, trainers, guides.
- X. Public transportation fares, schedules, destinations.

Course Requirements

In addition to active participation in class and completing required readings and assignments, it is suggested that students be required to:

- Attend an international festival during the semester on campus or in the community.
- Be present for presentation(s) from guest speaker(s).

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

- 1 mid-term exam
- 1 final exam

Writing: Create a written report with a minimum of eight pages utilizing information from websites such as the World Travel Organization, www.seeamerica.org, and three other countries. Students are to also make a verbal presentation of this report.

Optional course projects could include:

- Bi-lingual students translating local brochures for Maryland destinations.
- Creating a booklet or file of local public transportation options for a region of Maryland.
- Creating a list of available translators for a local tourism destination or attraction.
- Locate an article of international tourism news on the web and bring it to class for discussion.

Other Course Information

This course is dual listed in the HRMT and RECR curricula.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.