

Course Outline
HRMT/RECR 207
Tourism Transportation Systems
3 credits

The Community College of Baltimore County

I. General Course Description

Tourism Transportation Systems

Analyzes the management of land, sea and air transportation systems that support travel; examines airlines, cruise ships, buses, rail and travel packages.

Prerequisite: HRMT 104

II. General Course Objectives

When the student completes the course, he/she will be able to:

- A. Explain the complexity and relationships which coexist between tourism and transportation.
- B. Explain the framework that can synthesize the different factors and processes affecting the organization, operation and management of activities associated with tourist travel.
- C. Explain the framework that provides a means of understanding how tourists interact with transportation.
- D. Analyze the processes and factors involved in travel and the component of the overall "tourist experience."
- E. Understand the framework for analyzing the tourist transport needs.
- F. Discuss the tourist's use of transport services from the pre-travel booking stage through to the completion of the journey.
- G. Discuss and recognize the significance of the service component.
- H. Explain the different modes of transport used by tourists (e.g., air travel by scheduled or charter service, sea travel using ferries or cruise ships).
- I. Discuss the various land-based transports including the car, train, coach, motor caravan, motorbike and bicycle.
- J. Prepare a land-based tour for 100 people.

III. Major Topics

- A. Tourism development in North America
- B. Transportation and tourism parallels development
- C. Packaging and marketing land-based travel products
- D. Changing trends in land-based transportation
- E. Adventure tourism and transportation.
- F. Techniques in planning, booking and marketing motor coach products

IV. Course Requirements

Specific assignments and procedures for evaluating student performance in this course will be described in the individual class syllabus. However, all students will:

- A. Participate actively in class activities to include planing and booking a simulated land-based tour.
- B. Respond to required reading and homework assignments.
- C. Successfully complete a minimum of two exams that demonstrate a mastery of the major concepts in the course.
- D. Produce a written analysis of various case studies presented in class.
- E. Present/participate in individual or group presentations.