

Common Course Outline
HRMT 210/RECR 210
Travel, Leisure, and the Tourism Industry
3 Semester Hours

The Community College of Baltimore County

Description

Travel, Leisure, & the Tourism Industry introduces students to the major components of the global travel and tourism industry. Emphasis will be placed on topics such as terminology of travel and tourism, tourist behavior, tourism's impact on the community, economic implications, tourism marketing, and trends in tourism, such as, eco-tourism or green tourism. A portion of the class will cover the travel business as a whole including travel modes, accommodations, safety & health while traveling, trip planning, trip packagers or wholesalers, and the necessary qualities of a tour director. Computer applications and world geography will be integrated throughout this class. Prerequisite: RECR 101.

Overall Course Objectives

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

1. To introduce students to the global travel and tourism industry;
2. To provide practical experience in the form of field trips to various providers of travel and accommodation in the Baltimore area;
3. To provide information on travel and tourism careers;
4. To introduce students to the theories of tourism economics;
5. To provide experience with the practical application of world geography;
6. To introduce strategic market planning as it relates to tourism;
7. To provide experience with computers in their role in the travel and tourism industry; and
8. To plan a week long trip to a foreign country.

Major Topics

- I. Definition of tourism
- II. Review of world geography

- III. Tourism motivations
- IV. Segmenting the tourism market
- V. Specialized Tourist Segments
- VI. Distribution Channels
- VII. Transportation modes
- VIII. Accommodations
- IX. Food and Beverage
- X. Destinations
- XI. Attractions and entertainment
- XII. Putting quality in hospitality
- XIII. Economical and political impacts of tourism
- XIV. Environmental and social/cultural impacts of tourism
- XV. Exploring the future of tourism

Course Requirements

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

- Attend two field trips during the semester.
- 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: Plan a one to two week-long trip to an overseas location – including the following:

- a. purpose of trip – e.g., pleasure, honeymoon, anniversary, exploration, etc.
- b. a detailed description of the traveler;
- c. destination(s);
- d. travel documents and/or inoculations needed AND where to obtain;
- e. languages spoken
- f. all transportation – including getting there and back; getting around;
- g. accommodations;
- h. restaurants;
- i. attractions & entertainment;
- j. travel insurance;
- k. a detailed explanation and listing of all costs (precisely);
- l. exchange rates;
- m. a travel budget for the traveler; and
- n. tips for the traveler (cultural do's and don'ts)

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.