HTM 17300: Introduction to Tourism Management

Course Description
This is an introduction to tourism management using a system approach that integrates a variety of hospitality and travel organizations and businesses. It focuses on the understanding of tourism from the perspectives of travelers and destinations, while identifying tourism’s economic, socio-cultural, and environmental impacts on communities.

Pre-requisite
Hospitality and Tourism Management majors only.

Course Objectives

At the completion of the course, the student will be able to:

- Describe what constitutes the tourism system and issues relating to tourism supply and demand.
- Identify major tourist market segments and describe key concepts and the importance of market segmentation to tourism marketing.
- Describe consumer travel behavior including an understanding of what motivates people to travel.
- Identify the key components of destination management plans for tourism destinations.
- Identify and describe major global tourism destinations.
- Identify the basic components of sustainable tourism practices.
- Use examples to illustrate types of tourism impacts.
- Identify and explain principles of ethics as applied to the tourism industry.
- Identify industry leaders that shaped the tourism industry.