

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