



Course Outline

Faculty of Management & Social Sciences

Course Number	TOUR1014 also (TOUR221)
Course Title:	Introduction to Tourism
Course Instructor:	Kevin Geban, M.Phil
Credits:	3
Section:	1
Semester:	2012-1,
Class Meeting Times	T/U 2:00pm – 3:15pm
Class Venue:	Belize City/FMSS/Room S12
Pre-requisites:	None
Co-requisites	None
Office Location	FMSS Faculty Offices, N12
Office Hours: (Consultation Hours)	M - U – 10:00am - 12:00pm or by appointment
Telephone:	Office: 223-0256 Ext. 135
E-Mail/Web Address:	kgeban@ub.edu.bz , http://wikieducator.org/user:kgeban
Resources	
Required Text:	Goeldner, Charles, Charles Ritchie. 2008. Tourism: Principles, Practices, Philosophies. Wiley. 11th Edition
Other Resources:	Destination Belize 2012. BTIA/BTB

COURSE DESCRIPTION

COURSE DESCRIPTION: This course introduces students to the tourism industry. Course topics include career opportunities; world, regional, national, and other organizations; hospitality and related services; organizations in the distribution process; attraction, recreation and entertainment; travel motivation; cultural and international tourism; sociology of tourism; tourism supply, demand, policy, planning, and development. Course specifics: Students will be required to participate in two field trips and work in small groups to prepare class projects..

COURSE OBJECTIVES:

Upon successful completion of this course, students will be able to:

1. Identify segments in the tourism industry.
2. Understand the skills necessary for effective tourism management.
3. Recognize opportunities (careers) in the tourism industry.
4. Develop interests for self-employment.
5. Access methods to maintain markets in the tourism industry.

MODES OF INSTRUCTION

In this course we will utilize the following methodologies: Lecture and discussion, large group discussion; slide show and video presentations and guest speakers

CLASS SCHEDULE

Date	Course Content	Methods, & Activities	Readings Assignments and Due Dates
Wk1	Course Overview/ Tourism in Perspective	PowerPoint Lecture and Discussion	Chapter 1
Wk2	Career Opportunities	PowerPoint Lecture and Discussion	Chapter 3
Wk3	World, National, Regional and other Organizations	PowerPoint Lecture and Discussion	Chapter 4
Wk4	Hospitality and Related Services	PowerPoint Lecture and Discussion	Chapter 6
Wk5	Organizations in the Distribution Process	PowerPoint Lecture and Discussion	Chapter 7
Wk6	Attractions, Recreation, Entertainment	PowerPoint Lecture and Discussion	Chapter 8/Presentation #1
Wk7	Travel Motivation	PowerPoint Lecture and Discussion and possible video presentation	Chapter 9/Presentation #2/Test #1

Date	Course Content	Methods, & Activities	Readings Assignments and Due Dates
Wk8	Sociology of Tourism	PowerPoint Lecture and Discussion	Chapter 11/Presentation #3
Wk9	Tourism Supply and Demand	PowerPoint Lecture and Discussion	Chapter 12/Presentation #4
Wk10	Tourism's Economic Impact	PowerPoint Lecture and Discussion	Chapter 14/Presentation #5
Wk11	Tourism's Economic Impact	PowerPoint Lecture and Discussion	Chapter 14/Test #2
Wk12	Sustainable Tourism	PowerPoint Lecture and Discussion	Chapter 17/Presentation #6
Wk13	Sustainable Tourism	PowerPoint Lecture and Discussion	Chapter 17/Presentation #7
Wk14	Tourism Marketing	PowerPoint Lecture and Discussion and possible guest speaker	Chapter 19
Wk15	Tourism's Future	PowerPoint Lecture and Discussion	Chapter 20
Wk16		EXAM WEEK	

METHODS OF ASSESSMENT

Methods of assessment may include tests, quizzes, field trip reports, and destination presentations

COURSE POLICIES AND REGULATIONS

ACADEMIC HONESTY POLICY

The administration of student discipline in the university community is a responsibility shared by students, faculty, and administrative staff. The University of Belize Academic Honesty Policy outlines the University's expectations for the integrity of student's academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty throughout the process. All students are expected to conform to the Academic Honesty Policy. Lecturers are expected to consult with academic department chairpersons to prevent and respond to violations of the Academic Honesty Policy. Students wishing to dispute a charge of academic dishonesty or a sanction made upon them because of such allegations can do so by appealing to the Dean of Student Affairs to invoke the Discipline Appeals Process as detailed in the Student Handbook. (Please visit www.ub.edu.bz for a full description of violations to the Academic Honesty Policy and sanctions.)

STUDENT EVALUATION OF INSTRUCTION: ONLINE MECHANISM

Students are advised that they are free to submit comments *on line* in respect to any course they are registered in during the semester (as opposed to waiting for the end of the semester). Students are assured that since there is no need to log in to access the facility available on the UB web page www.ub.edu.bz their comments will be anonymous. The comment(s) will go to the Quality Assurance Office that in turn will forward the comments to the relevant Dean for timely action.

CLASS POLICIES

1. **CLASS ATTENDANCE:** Students are expected to attend all sessions, and to be on time. Students must attend at least 80% of class sessions. Unexcused absences beyond this point may result in a reduction in your grade. You must provide the necessary documentation for any other absences e.g. doctors certificate if you are ill. You are expected to participate fully in class discussions and come to class prepared to contribute to class discussions and group work. Because participation in class is imperative for success, each student's final grade will be positively or negatively affected based upon the number of class sessions they attend. Absent students are responsible for obtaining class notes, handouts, and activities, as well as any other pertinent information. Points lost due to absences can be made up only through extra credit opportunities provided by the instructor.
2. **PUNCTUALITY:** Kindly make every effort to arrive on time to all sessions. Walking into a session late is unprofessional and distracting to the rest your colleagues. If you will be late for any session, please inform the instructor via an e-mail, telephone call, or text message.
3. **PROFESSIONALISM AND ETHICS:** In your fieldwork and/or class activities, you are expected to conduct yourself in an ethical, legal, and professional manner.
4. **READINGS:** Readings will be assigned. You will be expected to attend the class session prepared to discuss the readings from the required text and/or any additional readings assigned. The aim is to enhance your understanding and skills related to these materials and to enable you to share your understanding with class members.
5. **WRITINGS:** The ability to write clearly and effectively is essential to a profession. Written assignments represent your best professional abilities and excellence. Assignments must be written in Standard English. Written assignments should be typed and carefully proofread. Pages that are disorganized and contain errors in grammar, spelling, syntax, or typing will receive reduced grades. All written work should adhere to the APA /MLA style as directed by the instructor.
6. **CELL PHONES:** As courtesy to your classmates and instructor, please have cell phones turned off throughout class time. If an urgent matter arises that requires you to have your cell phone on (on vibrate), please inform the instructor before the session.
7. **MISSED OR LATE ASSGINMENTS:** Students are expected to do all class assignments, and turn them in on time. If prior approval for late assignment is not granted by the instructor, points will be deducted from that assignment or the assignment will not be accepted. Assigned readings must be completed prior to the class for which they are intended.
8. **TECHNOLOGY:** Students are required to utilize word processing programs to complete all assignments. Internet and electronic mail systems will be used as needed to develop strategies,

facilitate class discussion, and enhance communication between professor and students.

GRADING SCALE

The final grade will be assigned in adherence with the University of Belize's Grade Policy. Thus, final grades will be computed using a combination of semester grades (including home work assignments), essays, tests and quizzes, portfolios etc, and a final examination. The final letter grade will be assigned using the following University Grading Scale:

95-100	A	80-84	B	65-69	D+
90-94	A-	75-79	C+	60-64	D
85-89	B+	70-74	C	0-59	F

CLASS ACTIVITIES AND ASSIGNMENTS

ASSESSMENT:

Presentation	75
Field Trip Reports(2)	50
Quizzes (2 out of 3)	50
Test 1	100
Test 2	100
Final Exam	200

TOTAL POINTS **575**

ASSIGNMENTS

1. Field Trip Reports: – Due Date: Date to be determined by host property

Students are expected to attend both field trips. Students need to be flexible as trips might be done on weekends or times convenient to the establishments. Local establishments will be visited where students will be taken on guided tours. Students will be given guidelines to submit written reports of these field trips. Reports should be typewritten and double-spaced and placed in report covers. **No late reports will be accepted. If students do not participate in field trips, grades will not be awarded for that area. There will be a cost associated with these trips**

GRADING CRITERIA

Field Trip Report Worth 25 points

Brief Description of Property/enterprise	5 points
What is the product and who is the target	10 points
What are the major problem areas	5 points
Recommendations for improvement	5 points
MAXIMUM POINTS	25 points

2. Destination Presentation: – Due Date: Weekly (see course schedule above)

Seven groups will be selected to present on one of seven destinations in Belize. Each group will be assigned a destination randomly. Each group will be given half an hour to present their findings and this will be done throughout the course of the semester and the order will be selected randomly as well.

Note as well that each group member is expected to contribute equally. Each group member will evaluate each other and this will be reflected in the group grade.

The presentation will be worth 75 points and will be graded as follows:

GRADING CRITERIA: Destination Presentations Worth 75 points

Introduction and Description of the Product	25 points
Market Analysis (SWOT)	20 points
Recommendations for increased market share	25 points
Quality of Delivery	5 points
MAXIMUM POINTS	75 points

References

On-Line Sources:

The Ecotourism Society, www.ecotourism.org

Belize Tourism Board, www.travelbelize.org

World Tourism Organization, www.unwto.org