HRMGT 102 Introduction to the Tourism Industry – ONLINE

Instructor: Kevin Anthony
Email: kevin.anthony@canyons.edu
Sections 11869
Fall 2014

Dear Student:

WELCOME to HRMGT 102 Introduction to the Tourism Industry.

This course will be online except for two exams: the midterm and final. The essay midterm will be scheduled on October 20th for 6:30-9:00 pm you will need to either be on campus on that day or I will make arrangements for you to take the exam in the TLC lab that week. If you live out of the area, I can schedule the exam in the TLC lab in a nearby community college. The essay final will be scheduled for the first week in December. You will be notified of the testing room a week before the exams. If you cannot make either of these testing periods, I will schedule you to take the exam in the TLC lab. There will not be any other in-class, face-to-face meetings at any point during this semester.

All readings, assignments, quizzes, exams, and papers will be entirely online and can be completed anywhere you have access to the internet. Although this is an online class you will find me to be regularly available to answer any questions you might have. Please don’t hesitate to contact me at any point during the semester. I will also be communicating with you through discussion boards, so my hope is that you will not feel as if you are taking this class alone, but rather that you are part of a team all working together to succeed and learn more about the tourism industry. I will have one team project for you to complete. The project will require you to work with your team members and respond to a case study as a team.

To succeed in this class it is vital that you check the website on Monday and Wednesday. When the work is assigned I will provide you with a due date for the completion of the work.

Please note that the Blackboard site for this course will not be available until the first day of instruction of this semester. In the meantime, if you have any questions about this course, please let me know by contacting me via email.

Important Information
All students must successfully log in to the class Blackboard site by 11:59 PST on the first day of class. You will be able to log in about 24 hours earlier than that if you wish.

Required Materials and Class Expectations
In order to succeed in this course you must have regular, consistent access to the internet. You may access the course Blackboard site from the college’s library, computer labs, or from your local public library. You will also need to obtain, if you have not already done so, a valid MyCanons email address through which you can be contacted. If you have not already done this you can do so here: https://my2.canyons.edu/WebAdvisor
To get started in this course, you will need to acquaint yourself with Blackboard, since almost all of your coursework will involve this website. If you are unfamiliar with Blackboard, you can learn more about Blackboard here: http://ondemand.blackboard.com/students.htm

Once you’ve become familiar with the basics of how Blackboard works, you can access this specific course here: https://bb9.canyons.edu/

If you have more general questions about online courses, or if you would like to know the technical requirements (recommended software, browser, and other related information), you may find the College of the Canyons Distance Learning site useful: http://www.canyons.edu/Offices/Distance_Learning/

**Required Readings**
The textbook for this class is:

Tourism the Business of Hospitality and Travel
Cook, Yale and Marqua
Fourth Edition
Isbn-13 978-0-13-311353-2

There will also be case studies to review, powerpoints, videos and online quizzes drawn from the textbook and the material:

**Tools for Success**
Your regular accessing of Blackboard and completing the assigned tasks is critical for your success. In fact, in order to complete this course, you must complete the first assignment by 11:59 PST on the first day of the semester. This first assignment will not require much beyond answering a few simple questions that let me know you are able to log in to Blackboard and that you are participating on the first day. This is basically the same requirement for face-to-face classes, where students must be present on the first day. Furthermore, you will be expected to regularly participate in online discussion boards, as well as to complete written assignments on time. This is not a self-paced, or correspondence course, so you will need complete all coursework by the due date, and you will not be allowed to go back and revise old assignments. For the first week of the semester, failure to complete the first assignment by the due date will result in you being dropped from the course.

Here are a few other tips for succeeding in this course that you might keep in mind:

1. **Check the Specs** - Make sure you have the proper software and other technical requirements and specifications before the course begins. You don’t want to fall behind early or be dropped from the course, so check to see that you are able to log in to Blackboard at least a few days prior to the beginning of the semester (even if your specific course isn’t yet available). Then, if there are any problems, you’ll have time to seek help and fix things.

2. **Create a schedule** (and stick to it) - Make a calendar for the course, and plot all of the due dates and important assignments. By doing this, you’ll be able to keep up with the course and not have to log in to Blackboard every time you’re wondering what’s coming up in the course. Online classes can move quickly, so it’s essential be aware of what’s happening. In addition, consider printing your syllabus so you’ll have a handy hard copy.
3. **Organize** – This goes along with creating a schedule and is generally a good idea for all of your courses, whether online or not. One good way to organize is to create a dedicated workspace, notebook, or area in your home where you keep all of your online class materials. This will help you stay on task and complete your coursework on time.

4. **Stay connected** – Don’t hesitate to contact your instructor with questions. There’s no such thing as a dumb question, and they are there to help you and guide you through the course. Also, don’t be shy about connecting with your fellow students. If you’re unclear about something, post a question in the coffee shop forum in the discussion board; chances are, you’re not alone and others have the same question. By doing this, you’ll be doing yourself, and your peers, a favor. I will answer these questions or other students might be able to answer and help you with your question.

5. **Find Your Motivation** – Successful online students are self-starters, who set their own goals and try their best to meet them. But that doesn’t mean we were all born that way. Whatever your shortcomings as a student, this class is an opportunity to restart your academic career and succeed. If you would like to know about how to succeed in colleges classes of all types, contact your instructor, or your counselor, or both.

**Disability Accommodation**
COC provides services for students with disabilities in compliance with the American Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973. If you need any accommodation in order to complete the coursework for this class, or if you have any questions about whether you meet the qualifications to receive services, please contact the College of the Canyons Disabled Students Program & Services (DSPS): http://www.canyons.edu/offices/dsps/Pages/default.aspx

**Course Description and Student Learning Outcome**

**Course Description:** Comprehensive analysis of the operations, principles and trends in the emerging tourism industry with an emphasis on the marketing and the competitive service strategies of major tourist attractions.

**Student Learning Outcome:** Analyze and evaluate the operational strengths and weaknesses of tourism venues.

1. Evaluate the management of tourist venue operations.
2. Analysis the trends of ecotourism on tourism markets.
3. Evaluate the world of travel.
4. Determine the impact of the internet on the travel industry.
5. Analyze the international travel markets.
6. Evaluate strengths and weaknesses of tourism venues.
7. Identify marketing techniques of travel products.
8. Evaluate how cruises are marketed and sold.
9. Examine the air traffic service delivery system.
10. Analyze the role accommodations and related service delivery systems have on the tourism market.
11. Analyze the relative strengths and weaknesses of travel organizations.
12. Evaluate the impact of government regulations on tourism venues.
13. Analyze the impact of tourism products in the future

Thank You
Kevin Anthony
Kevin.anthony@canyons.edu