I. Course Description:

Investigation of the nature of travel and tourism, factors that impact mobility, travel/tourism related concepts and services, and impact on hospitality industry.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):

This course supports the mission of the College of Education "to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development."

THE COLLEGE OF EDUCATION VALUES AND GOALS ARE:

1. Academic excellence through critical, reflective, and creative thinking
2. Life-long learning
3. Collaboration and shared decision-making
4. Openness to new ideas, to cultural diverse people, and to innovation and change
5. Integrity, responsibility, diligence, and ethical behavior
6. Service that enriches the community

Program Learning Outcomes:

1. The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Human Sciences.
2. The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.
3. The student will demonstrate competence in his/her specific discipline using oral and written forms.
4. The student will demonstrate a positive service attitude.
5. The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.

Student Learning Outcomes:

The course objectives provide an opportunity for learning to:

- Understand and explain the basic definition of tourism
- Identify trends impacting tourism and travel.
- Identify the factors that impact mobility.
- Identify the major participants and forces shaping the tourism industry.
- Understand why tourism should be studied from the systems approach.
- Identify future challenges and opportunities facing the tourism industry.
- Evaluate the career prospects in the tourism industry.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

Technology: Desire2Learn, internet assignments/activities/research, and word processing.

1. HMS 202 is a fully online course. Information notices will be posted on the course home page. The homepage includes icons for class assignments and grades. Students are strongly encouraged to contact the instructor and/or other students via the homepage mail icon, chats, and/or discussion postings.
2. Course content is delivered via learning modules, assigned readings, and assignments, and directly relevant to the course content. **Students should check the homepage on a daily basis for notices, mail, and assignments.** Neglecting to check the homepage is NOT a valid excuse for missing an assignment due date.

3. Students should check their grade points at least once a week. Any discrepancies in points must be resolved within one week after assignment grades have been posted otherwise the posted grade points are considered final and will not be reviewed at a later date.

4. Assignments that are posted on the Desire2Learn Learning Management System are predominantly saved in the Word 2010 format. Students should make arrangements to secure the “patch” that will enable them to open these documents in advance, if they do not currently have or anticipate having access to the Word 2010 software. It would be virtually impossible for the instructor to save work in multiple formats to accommodate for all individual software available.

**IV. Evaluation and Assessments (Grading)**

The course is graded on a letter grade basis (A-F). Final grade will be determined by a percentage of total required points for the course.

A=91-100% of required points; B=81-90%; C=71-80%; D=61-70%; F=0-60%.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points Available</th>
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<tbody>
<tr>
<td>Exam #1</td>
<td>100</td>
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<tr>
<td>Exam #2</td>
<td>100</td>
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<tr>
<td>Exam #3</td>
<td>100</td>
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<tr>
<td>Exam #4</td>
<td>100</td>
</tr>
<tr>
<td>Assignments</td>
<td>120</td>
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<tr>
<td>Final Exam</td>
<td>150</td>
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<tr>
<td><strong>Total</strong></td>
<td>670</td>
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**Assignments & Quizzes (120 points)**

Throughout the session you will be given assignments to complete. **NO LATE HOMEWORK** will be accepted. **THERE ARE NO MAKEUPS ON ASSIGNMENTS AND QUIZZES.** It is your responsibility to keep up with the reading.

**Assignments include:** (total of 120 points)

1. **Syllabus Quiz**
   - A brief quiz covering the content from the syllabus. **Due online Jan 24 by noon.**

2. **Student Introduction**
   - An online student introduction. Please include information about your hometown, major, and interest in travel and tourism. **Due online by Jan 24 by noon.**

3. **This Place Matters**
   - Students will complete this assignment on Heritage Tourism. **Due online by Feb 5 at noon.**

4. **Transportation assignment**
   - Students will pick a city pair and research cost related to transportation between the city pair. You will download transportation worksheet and answer questions related to internet research on the assignment. **Due online by Feb 12 at noon.**

5. **Texas Forest Trail Assignment**
   - Students will visit the Texas Forest Trail Region website and answer questions related to East Texas destinations. **Due online by Mar 19 at noon.**
6. **International Tourism and Technology**  
   **25 points**  
   This assignment involves reading and commenting on travel bloggers. *Due online by April 1 at noon.*

**Assignment format:** All posted assignments must be typed in 12 point, Times New Roman font. Assignments should be posted in assignment box provided, unless otherwise noted in instructions. Handwritten or assignments not turned in online in any part are non-acceptable. Having problems with the computer and/or printer, or failing to view the assignment are unacceptable reasons for failing to complete an assignment on the due date. Do not request to turn in an assignment late for any of these reasons.

**Exams (4 @ 100 points each)** The exams will cover the material in your textbook as well as information that has been presented in lecture and in the content modules. They are designed to gauge your progress toward mastering the assigned material. The exams are worth a total of 400 points.

**Examinations**  
The four (4) exams will cover the material assigned as well as information that has been presented in lecture and through electronic means. Should you miss an exam, with prior approval, (this means BEFORE the test) you may ‘make-up’ the test. Any exams missed in excess of one will not be allowed to be "made up". There will be a Final Exam given on May 11

**Exam 1** 100 points *(Chapters 1, 2, 3, 4)*  
Exam will be given **Feb 22** and available from noon. until 11:59 p.m. Students will be given 45 minutes to complete the exam.

**Exam 2** 100 points *(Chapters 5-8)*  
Exam will be given **Mar 25** and available noon until 11:59 p.m. Students will be given 50 minutes to complete the exam.

**Exam 3** 100 points *(Chapters 9, 10, 11)*  
Exam will be given **Apr 18** and available from noon. until 11:59 p.m. Students will be given 60 minutes to complete the exam.

**Exam 4** 100 points *(Chapters 12 13, 14,)*  
Exam will be given **May 6** and available from noon until 11:59 p.m. Students will be given 45 minutes to complete the exam.

**Final Exam 150 points** *(Chapters 1-14) will be given May 11 and available from noon until 11:59pm. Students will be given 75 minutes to complete the exam.*

**V. Tentative Course Outline/Calendar:**  
**Week 1** January 18-22  
Introduction to course  
**Week 2** January 25-29  
Tourism  
**Week 3** Feb. 1- Feb. 5  
Introduction to Tourism/Marketing to the Traveling Public  
**Week 4** Feb. 8-12  
Delivering Quality Service  
**Week 5** Feb. 15-19  
Bringing Tourism Services together  
**Feb. 22** **EXAM 1**  
**Week 6** Feb. 22-26  
Technology
Week 7  Feb 29 – Mar 4  Transportation  Chapter 6
Week 8  March 7-11  Accommodations  Chapter 7
Week 9  March 14-18  Spring Break
Week 10  March 21-25  Culinary Tourism  Chapter 8
March 25  EXAM 2  Chapters 5-8
Week 11  March 28-April 1  Attractions and Entertainment  Chapter 9
Week 12  April 4 – April 8  Destinations  Chapter 10
Week 13  April 11-15+  Chapter 11
EXAM 3  April 18  Exam 3  Chapters 9 – 11
Week 14  April 18-22  Environmental/Social Impacts  Chapter 12
Week 15  April 25-29  International Tourism/ Sustainable Tourism  Chapter 13
Week 16  May 2-6  Future of Tourism  Chapter 14
May 6  EXAM 4  Chapters 12-14

Week 17  May 9-13 final exam week

May 11  Final Exam

VI. Readings

Required textbook:

LiveText account, ISBN# 978-0-979-6635-4-3. This may be purchased at the bookstore or purchased online at www.livetext.com. Once you have purchased the account, you must activate your account at www.livetext.com. If you have purchased LiveText in another course, you will NOT need to buy a second account. NOTE: If you plan to use financial aid to purchase this account, you must make the purchase by the date set by financial aid.

If you have any students purchasing LiveText for the first time, they need to complete the *My Cultural Awareness Profile* (MCAP) found within their LiveText account. Student should complete the MCAP within the first month of long terms and within the first week of short terms.

VII. Course Evaluations:

Near the conclusion of each semester, students in the College of Education electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes including: 1. Course and program improvement, planning, and accreditation; 2. Instruction evaluation purposes; and 3. Making decisions on faculty tenure, promotion, pay, and retention. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the
survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information:

Attendance: Due to collaborative and reflective nature of the course and the sequence of activities, students are required to actively participate in a professional manner in classes. This is not a self-paced class. There are deadlines that must be met. NO LATE QUIZZES will be accepted.

In the case of emergencies, the student is responsible for contacting his/her professor in a timely fashion and apprising the professor of the situation. E-mail contact is typically the most efficient and reliable method of contact, however, when an emergency occurs in route, then a phone call is appropriate.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Academic Integrity
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university polity on penalties for cheating and plagiarism.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Withheld Grades Semester Grades Policy (A-54)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Acceptable Student Behavior
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
LiveText is the data management system used by the Perkins College of Education for program improvement and accreditation. All students are required to purchase a LiveText account, either through the University Bookstore or at www.livetext.com. This is a one-time purchase, and the account will be used throughout your program. Required program assignments must be submitted through LiveText. Successful completion of the course and program are dependent on submission of all required LiveText assignments.

IX. Other Relevant Course Information:

GENERAL INFORMATION
- Arrive to class on time (to be on time is to be early!). Yes, you are expected to stay for the entire class. If you have to leave early, notify instructor as to the reason so you are excused and not marked absent.
- Read chapters BEFORE class to enhance participation and contribute to the learning environment.
- CELL PHONE USAGE IS PROHIBITED!! If you are caught texting (whether it is in front of me, under the desk, or however else you have perfected the Art of Texting), you will be asked to leave class and be marked absent. If you are waiting on an important call, let me know ahead of time, and step outside when you need to take the call. There will be times when I will allow the use of Smartphones, Ipads, laptops, etc. to do internet searches during group time to research recipes, ingredients, etc. BUT I WILL LET YOU KNOW WHEN THOSE TIMES EXIST!!!
- If you are absent and seek it to be excused, you must furnish a written excuse to me the next class period you attend. If I do not receive a written excuse, it will be counted as an unexcused absence. This is YOUR RESPONSIBILITY to keep track of!!!

PROFESSIONAL STANDARDS
1. Students should prepare themselves adequately for each semester. Professors are not able to provide effective student critique when student work is unavailable for review or student effort is lacking.
2. Students should maintain their individual work areas by returning materials to assigned/proper locations and leaving work stations clean and orderly.
3. Students are expected to work in the class area for the duration of the class period unless further instructions are provided by the professor.
4. Students should limit food or drink to the kitchen during non-lab days. Per University policy, food and drink are not allowed in University classrooms/labs.
5. Smoke breaks are not allowed. If you are going through EXTREME nicotine withdrawals and cannot function, ask for permission. Per University policy, smoking is prohibited within University buildings and must be at least 20 feet from any entrance/exit.
6. Students should exhibit professional courtesy and conduct. Examples include a positive work attitude, sensitivity to others, attentiveness, and cooperation.
7. Faculty are committed to provide information and prompt response to students on the web, return student work in a timely fashion, honored posted office hours, provide feedback on student progress, and work with field supervisors.
8. If student dissatisfaction arises, the student's request for a private conference/phone call with the professor serves as the first step toward resolution.