



## International Tourism Management

### COURSE INFORMATION

BUS | 400-level | 3 credits | 45 contact hours

**Professor:** Lorraine Taylor, Ph.D.

| **Email:** Provided onsite

### REQUIRED TEXTBOOKS & COURSE MATERIALS

Cook, Roy, Cathy Hsu, and Lorraine Taylor. Tourism: The Business of Hospitality and Travel, 6th ed. Pearson Publishing, 2018.

### DESCRIPTION

This course examines the international tourism and leisure market environment, focusing on the economic, social, political, cultural, and environmental considerations of international tourism management and development. It provides students with concepts, models, and techniques to analyze economic and non-economic factors necessary for the identification and evaluation of foreign market opportunities in tourism, including the future of the global travel economy and its broad trends.

### STUDENT LEARNING OUTCOMES

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

- Define international tourism, as well as describe major aspects of cultural tourism.
- Gather and interpret relevant data to forecast change in the global tourism environment and to make judgments for successful strategies.
- Assess competitiveness of tourism destinations and firms in an international dynamic environment.
- Develop competitive and sustainable strategies for tourism firms and destinations.
- Formulate decisions about the impact of global environmental factors on the international tourism market, as well as assess market opportunities that may arise.
- Communicate information, ideas, problems, and solutions related to the identification and exploitation of market opportunities in international tourism contexts.
- Apply a historical approach to contextualize, interpret, and forecast the (future) evolution of the international tourism market.

### OUTLINE

Term-specific information provided onsite.

Class	Topic/Subject	Assignment Due
1	The Value of Travel	
2	Chapter 1: Introducing the world's largest industry, tourism	
3	Chapter 2: Marketing to the traveling public	
4	Chapter 3: Delivering quality tourism services	
5	Chapter 4: Bringing travelers and tourism service providers together	
6	Chapter 6: Transportation	
7	Chapter 7: Accommodations	
8		<b>Midterm Exam</b>
9	Chapter 8: Food and beverage	
10	Chapter 9: Attractions and Entertainment	
11	Chapter 11: Economic and political impacts of tourism	
12	Chapter 12: Environmental and social/cultural impacts of tourism	
13	Chapter 13: Sustaining tourism's benefits	
14	Chapter 14: The future of tourism	

15		<b>SWOT Analysis</b>
16	Course Conclusion	<b>Final exam</b>

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## GRADES

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### Course Requirements:

#### Class Participation

Students are required to attend every class and actively participate in all class activities.

#### Case Study

Students will work on an individual case project on an approved topic, producing a 3-5-page report that includes the primary and/or secondary data collected, the analysis of findings, and strategic recommendations.

#### SWOT Analysis

Working in groups, students will have an opportunity to evaluate the sustainability of a particular destination. Each group will research their destination and conduct a SWOT Analysis regarding the current performance in key areas of sustainable development. The team will present their findings and recommendations in an in-class oral presentation

#### Midterm and Final Exams

Students will complete a midterm and final exam that will include multiple choice, true/false, and short answers short questions.

### Assessment:

Class Participation	10%
Case Study	20%
Midterm Exam	20%
SWOT Analysis and Presentation	30%
Final Exam	20%

### Grade Scale:

A	100-93	C	76-73
A-	92-90	C-	72-70
B+	89-87	D+	69-67
B	86-83	D	66-63
B-	82-80	D-	62-60
C+	79-77	F	59-00

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## DISABILITY POLICY

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Every effort will be made to accommodate students with disabilities or special learning needs. If you have a documented disability for which you have already requested accommodations through the USAC Central office, your instructor will have been notified so that arrangements can be made early in the term.

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**ACADEMIC HONESTY POLICY**

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Plagiarism, cheating, submitting work of another person or work previously used and other forms of academic dishonesty will lead to lowered course grades, failure of the course or more severe measures, depending on judgments of the gravity of the individual case.

**Policy regarding use of A.I. tools:**

While enrolled as a student on this USAC program, the use of A.I. tools such as ChatGPT is permitted to assist you in generating ideas, brainstorming, and enhancing the creative process, provided that the content is accurate, unbiased, and appropriate for the assignment. However, it is crucial to uphold the principles of academic integrity to maintain the authenticity and originality of your work.

Although you may use A.I. tools as a starting point for exploration and idea generation, your final work must reflect your own understanding, analysis, and creativity. Copying and pasting content word-for-word directly from A.I. tools into assignments, projects, or any form of assessment is strictly prohibited. Submitting work that is primarily or entirely composed by A.I. tools without significant original input from you is considered a form of academic dishonesty.

Further, you must 1) specify which A.I. tool you used, 2) use quotation marks to distinguish A.I.-generated content, and 3) include appropriate citations for the A.I. tools that you used. Failure to properly cite A.I.-generated content is a form of academic dishonesty. Violations of USAC's academic integrity policy may result in disciplinary actions, including grade penalties, academic warnings, or more severe consequences such as removal from the course and/or program.

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**STATEMENT ON AUDIO AND VIDEO RECORDING**

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Surreptitious or covert video-taping of class or unauthorized audio recording of class is prohibited by law and by USAC policy. This class may be videotaped, or audio recorded only with the written permission of the instructor. To accommodate students with disabilities, some students may have been given permission to record class lectures and discussions. Therefore, students should understand that their comments during class may be recorded.