

# TAH 00100

## Introduction to Travel & Tourism Syllabus

Kingsborough Community College  
Spring 2022

### SYLLABUS WITH COURSE OUTLINE AND CALENDAR

**CLASS MEETINGS:** Room TBD

**3:00PM -5:00 PM TBD**

**INSTRUCTOR:** Chef David B. Schwartz

**PHONE:** 718 668 8800

**OFFICE HOURS:**

Monday-Friday 5:00pm-6:00pm

**E-MAIL:** DSchwartz3@schools.nyc.gov other times by appointment

**OFFICE:** TBA

### **COURSE DESCRIPTION**

Provide a perspective of the depth and organizational structures within the hospitality industry and its importance in the national economy with discussion on current and future. TAH 00100 will begin February 7<sup>th</sup> and end on May 23<sup>nd</sup>, 2022.

### **TEXT UTILIZED FOR TAH 00100**

Mancini, M. (2013). *Introduction to Travel and Tourism* (2nd Ed.). Clifton Park, NY: Cengage Learning. ISBN978-1-1336-8703-0.

Students will be provided a flash drive with the PowerPoint and chapter information, no need to purchase text.

### **COURSE OBJECTIVES**

This course is designed to provide an overview of the many segments of and career opportunities in the hospitality industry. Trends in the industry and directions for your educational and professional development will also be discussed and explored.

Upon successful completion of this course, students will have the ability to:

1. Describe the characteristics of the hospitality industry and its major segments
2. Identify and discuss opportunities for education, training, and career development in the hospitality industry.
3. Define what hospitality management is in relation to lodging, food service industry, the travel and tourism industry, etc.
4. Identify and discuss several major factors, development, and trends that have affected the hospitality industry in recent years and that will continue to affect the industry in the future.

## **INSTRUCTIONAL STRATEGIES**

Learning-oriented lectures using PowerPoint presentations linked to numerous examples in the current hospitality industry will be used as the primary instrument of communication in class. In addition, class activities are designed to provide students with information, variety, and managerial perspectives in the hospitality industry. All classes are constructed to stimulate interactive, multi-dimensional learning experiences using video clips, brochures, guest speakers, peer evaluation, group activities, and discussion. Class participation is strongly encouraged.

## **LEARNING ENVIRONMENT**

In this class, a student assumes an obligation to act in a manner conducive to the maintenance of good order and to respect the rights and property of others. This refers to a certain “acceptable etiquette” as defined by the “house rules.”

## **COURSE REQUIREMENTS FOR GRADING**

- (1) Classwork Assignments/ Participation (15%)**
- (2) Quizzes and Assignments (10%)**
- (3) Attendance (20%)**
- (4) Final Exam (25%)**
- (5) Final Project (30%)**

## **SPECIAL NOTE:**

1. All written assignments are to be typed (double-spaced, 12 font) with accurate SPELLING, GRAMMAR and punctuation in a professional standard. A COMPLETE BIBLIOGRAPHY OF ALL REFERENCE SOURCES used in written assignments should be included.
2. Past due assignments will **NOT** be accepted to get in to the system. Late assignments are considered only in very limited situations and must be accompanied by appropriate written evidence

<b><u>SESSION</u></b>	<b><u>TOPIC</u></b>
<b>WEEK 1</b>	<b>Going Places: An Overview of the Travel Industry</b>
<b>WEEK 2</b>	<b>Ribbons in the Sky: The Airline Transportation Industry</b>
<b>WEEK 3</b>	<b>Taking to the Skies: Airports, Airfares, and Airline Tickets</b>
<b>WEEK 4</b>	<b>Homes Away From Home: The Hospitality Industry</b>
<b>WEEK 5</b>	<b>Dealing With Dreams: The Travel Agency Industry</b>
<b>WEEK 6</b>	<b>Better by the Bunch: The Tour Industry Today</b>
<b>WEEK 7</b>	<b>Magic at Sea: The Cruise Industry</b>
<b>WEEK 8</b>	<b>Extra Specials: Other Segments of the Travel Industry</b>
<b>WEEK 9</b>	<b>Here, There, Almost Anywhere: The Geography of Travel</b>
<b>WEEK 10</b>	<b>Making Connections: How to Market, Sell to, and Serve the Traveling Public</b>
<b>WEEK 11</b>	<b>Techno-Travel: How Technology Has Changed Everything</b>
<b>WEEK 12</b>	<b>FINAL EXAM AND PROJECT DUE</b>

**GRADING AND EVALUATION**

<u>Mid-Term &amp; Essays</u>	<b>(30%)</b>	A	92.5-100
<u>Team Brand Project</u>	<b>(25%)</b>	A-	89.5-92.4
<u>Individual Written Report</u>	<b>(10%)</b>	B+	86.5-89.4
<u>Oral Presentation</u> <u>Brand Report</u>	<b>(10%)</b>	B	82.5-86.4
		B-	79.5-82.5
		C+	76.5-79.4
<u>Ferri &amp; Marketing Newsletter</u>	<b>(10%)</b>	C	72.5-76.4
<u>Attendance &amp; Field Participation</u>	<b>(15%)</b>	C-	69.5-72.4
<u>Total Possible Points</u>	<b>(100%)</b>	D+	66.5-69.4
		D	63.5-66.4
		D-	59.5-63.4
		F	≤59.4

***NOTE: Kingsborough CC POLICY PERMITS AN INSTRUCTOR TO AWARD AN "F" IF A STUDENT MISSES MORE THAN 2 CLASSES.***