

**College of Micronesia-FSM
Pohnpei Campus
Division of Hospitality and Tourism**

Course Outline

Introduction to World Tourism

Course Title

HRM-120

Division & Number

Associate Professor, Howard Rice

Course Description:

This is a semester length course designed to introduce students to all facets of the international tourism industry. The Federated States of Micronesia's position in the international tourism industry is also presented enabling students to recognize the unique challenges the Nation faces in tourism and the opportunities it has for meeting these challenges. Sustainable tourism development will be presented as well as other tourism development models including mass tourism, eco tourism, adventure tourism, heritage tourism and recreational tourism. Students will learn how the international travel industry relies on connectivity and interdependence of providers enabling travelers to experience all types of tourism activities across the globe. Examination of travel and tourism, transportation, history of travel, impacts of travel, travel patterns and trends, accommodation types, travel distribution systems, special services and products, tourism market segments, tourism marketing, tourism research and forecasting, tourism policy and planning, destination development and the role of national and state tourism authorities will be presented.

Program Outcomes:

- A. Students will learn travel industry related skills enabling them to seek employment within the travel industry.
- B. Students will be able to participate in discussions about the tourism development challenges facing the Federated States of Micronesia enabling them to participate in future tourism planning at the FSM state and national levels.
- C. Students will be able to identify the interdependent components of the international travel system enabling them to effectively manage the international travelers experience from initial departure to return.
- D. Students will be able to identify benefits and problems arising from tourism development enabling them to take preventive measures as future employees or owners within the industry.
- E. Students will be able to engage in hospitality and tourism specific research.

Course Outcomes:

(Measurable student learning outcomes.)

By the end of the HRM 120 course students will be able to:

- A. Identify the interdependent components of the international travel system.
 1. {Core} be able to identify the key travel industry sectors including transportation types, sales types, lodging types, food and beverage types, attraction types and tourism authority types.

2. {Core} be able to explain how the overall travel experience is an interrelated and interdependent series of elements and providers leading to the total travel experience.
 3. {Core} be able to explain the travel distribution system and how the FSM fits into this system.
 4. {Core} be able to conduct travel specific research and statistical data analysis in the formulation of travel system planning.
 5. {Peripheral} be able to identify the major international tourism markets.
 6. {Peripheral} be able to list the names of and identify the roles of international and regional tourism organizations.
- B. Identify the accepted definitions for tourism development strategies.
1. {Core} be able to explain the definition of, characteristics of, advantages of and disadvantages of mass tourism.
 2. {Core} be able to explain the definition of, characteristics of, advantages of and disadvantages of eco-tourism.
 3. {Core} be able to explain the definition of, characteristics of, advantages of and disadvantages of recreational tourism.
 4. {Core} be able to explain the definition of, characteristics of, advantages of and disadvantages of heritage tourism.
 5. {Core} be able to explain the definition of, characteristics of, advantages of, and disadvantages of adventure tourism.
 6. {Optional} be able to explain the definitions of, characteristics of, advantages of and disadvantages of various niche market types of tourism.
- C. Identify and explain the economic, cultural and environmental impacts of tourism.
1. {Core} be able to explain the definition of, characteristics of, advantages of and disadvantages of sustainable tourism.
 2. {Core} be able to explain the definition of, characteristics of, advantages of and disadvantages of mass tourism.
 3. {Peripheral} be able to identify and explain the cultural impacts of mass tourism development.
 4. {Peripheral} be able to identify and explain the environmental impacts of mass tourism development.
 5. {Optional} be able to identify international mass tourism venues.
- D. Explain the history of the international tourism industry and relate current world tourism situations and trends to this history.
1. {Core} be able to explain the general history of travel and tourism.
 2. {Core} be able to identify major historical milestones in the development of the travel industry.
 3. {Core} be able to forecast tourism and travel demand based on historical trends and use patterns.
 4. {Peripheral} be able to relate historical models of tourism to present day travel and tourism situations.
 5. {Optional} be able to identify future travel and tourism trends.
- E. Describe the role of national and state tourism authorities.
1. {Core} be able to explain the purposes of national and state tourism authorities.

2. {Core} be to explain the roles of national and state tourism authorities in the formulation, implementation and control of tourism policies.
 3. {Core} be able to identify employment opportunities within national and state tourism authorities.
 4. {Peripheral} be able to explain the role of legislation in the development of tourism development policy.
- F. Learn skills necessary to participate in tourism research and data collection.
1. {Core} be able to correctly perform tourism related research.
 2. {Core} be able to interpret, analyze and communicate tourism and travel related primary and secondary research.
 3. {Core} be able to identify methods of conducting primary travel and tourism research.
 4. {Core} be able to identify sources of secondary travel and tourism research materials and data.
- G. Value sustainable tourism development as a philosophical approach to creating a more prosperous future for small-island developing states.
1. {Core} be able to identify small island developing states and other nations where sustainable tourism development has not been practiced.
 2. {Core} be able to identify small island developing states where sustainable tourism development strategies are being utilized.
 3. {Core} be able to explain methods of sustainable development as feasible alternatives to non-sustainable practices.
 4. {Core} be able to express how a more prosperous and acceptable future can be gained through adoption of sustainable tourism development practices.

Instructional Intent:

Students will have the opportunity to view the international travel and tourism industry from many perspectives (both negative and positive), which should lead to logical conclusions regarding a sustainable future for the FSM and other small island developing states.

Definitions and parameters used in this outline:

- A. Core- Refers to an outcome that must be attained in order for a student to pass this course.
- B. Peripheral- Refers to an outcome that should be attained but is not required for a student to pass this course.
- C. Optional- Refers to an outcome, which may be optionally covered by the instructor as a tool for illustrative purposes but is not required fro a student to pass this course.

Textbook:

International Tourism: A Global Perspective, Chuck Y. Gee, WTO Education Network

Methods of Instruction:

Lecture, film, research project and internet research exercises.

Attendance:

As per the COM-FSM General Catalog attendance policy description.

Evaluation:

As per the COM-FSM General Catalog Academic Regulations, Course Grading System.