

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

The City University of New York

Title of Course: Introduction to Hotels, Travel and Tourism

HTT 200

Section 1700

Credits: 3 Class Hours: 3 Meeting Times: T/Th-5:30pm-6:45pm Semester: Spring 2016

Room: F807

Instructor Information

Name: Prof. Andrea Garraway

Office: Room 830-J Phone: 212-220-8000 X 3156	Office Hours: T: 4:20pm-5:20pm Th: 4:20pm-5:20pm F: 12 noon-12:55pm
URL: http://www.bmcc.cuny.edu/	Email: agarraway@bmcc.cuny.edu

Course Description

The course introduces students to the backroom operations of the hotel, travel and tourism industry. Students will learn about career opportunities in airlines/airports; cruise ships and terminals; convention centers and symphony halls; travel agencies and tour operations; leisure and recreational sports activities; travel e-zines and magazines, as well as meetings and special events.

Basic Skills: Students must pass

ENG 088; ESL 094; ACR 094;

MAT 008/010/011

Learning Outcomes

Student Learning Outcomes (students will be able to...)	Measurements (means of assessment for student learning outcomes)
Identify the critical elements that shape the hotel, travel and tourism industry such as destinations, target market(s), economy, locale, culture, safety, security, and infrastructure.	PowerPoint presentations
Analyze the external environmental analysis of their chosen destination based on their role in the hotel, travel and tourism industry and their customers/clients.	PowerPoint presentations
Identify the target market(s) and the features, advantages and benefits for different destinations, restaurants, museums, etc.	PowerPoint presentations

Below are the college's general educational goals. The goals that are checked in the left-hand column indicate goals that will be covered and assessed in this course.

	General Education Goals	Measurement (means of assessment for general education goals listed in the first column)
x	Communication Skills - Students will write, read, listen and speak critically and effectively	Students will research and present PowerPoint reports about the factors that impact on the hotel, travel and tourism industry
x	Quantitative Reasoning – Students will use quantitative skills and the concepts and methods of mathematics to solve problems	Industry Analysis

x	Social and Behavioral Sciences – Students will understand and apply the methods of social sciences	Students will study the demographics and psychographics of target markets and how these concepts impact on the development of viable marketing/management strategies and tactics
x	Arts and Humanities – Students will develop knowledge and understanding of the arts and literature	Students will research the arts, cuisine, history, language of destinations and discuss how this knowledge influences hotel design, attraction development, culinary arts and retailing
x	Information and Technology Literacy – Students will collect, evaluate and interpret information and effectively use information technologies	Students will use the Internet and the BMCC electronic library databases to research and document reports

Required Text & Readings

Cook, R. A., Hsu, C.H., & Marqua, J. J. (2013). *Tourism: The business of hospitality and travel* (5th Ed). New York: Pearson Publishing
 Other industry readings include eturbonews.com, tourismexecutives.com, and travelmole.com

Use of technology

Students are expected to be Internet literate and familiar with Microsoft Office Suite as well as the BMCC online electronic library databases.

Grading

A: 93% and above	C : 73% – 76%
A- :90% – 92%	C- : 70% – 72%
B+:87% – 89%	D+: 67% - 69%
B : 83% – 86%	D : 63% – 66%
B- : 80% – 82%	D- : 60% – 61%
C+: 77% – 79%	F : Below 60%

Grading

Assignments	20 %
Mid-Term Examination	15 %
Participation	10 %
Project Presentation	20 %
Project Paper	15 %
Final Exam	20%

Assignments

All assignments should be uploaded on BLACKBOARD by the due date. Late assignments will not be accepted.

Project:

You will be responsible for creating and presenting a pre-packaged tour for a destination. Your pre-packaged tour must include airline, hotel accommodation, and at least two of the following components; attractions, car rental service and food service. You must illustrate to the class how you have arrived at your price, how would you promote this package and who is your targeted audience. Given the above, I am expecting that you will have a finished brochure or flyer of the pre-packaged tour. Please make your brochure as authentic and realistic as possible. Your project and presentation are due on **April 12th 2016. Your project should be uploaded to the Blackboard. *Business attire is a MUST for this presentation.***

Examinations

There will be a mid-term and final examination. All students must take these exams – there are no exemptions/exceptions. These exams will consist of questions related to material covered during the period prior to the exam and will likely ask the student to either describe in details some aspect of the industry or to provide a solution to a problem using skills learned through the period. The exams are in the form of essays and matching questions.

College Attendance Policy

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

Classes begin promptly at the times indicated in the Schedule of Classes. Arrival in classes after the scheduled start time constitutes lateness. Students who arrive 10 minutes after the start of class will be marked late.

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC Policy on Plagiarism and Academic Integrity Statements

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

Students who are unsure how and when to provide documentation are advised to consult with their instructors and Tutors at the BMCC Writing Center. Information on APA (American Psychological Association) format for research documentation can be found at www.owl.english.purdue.edu

The library has guides to help students appropriately identify a cited work. The full policy can be found on BMCC's website, www.bmcc.cuny.edu HYPERLINK "http://www.bmcc.cuny.edu/". For further information on integrity and behavior, please consult the college bulleting (also available online).

Course Outline

Week	Date	Topics
1	Feb-2 nd -Feb-4th	Introduction to Hotels, Travel and Tourism
2.	Feb-11th	Marketing to the traveling public
3.	Feb-16 th -Feb-18th	Delivering quality services
4.	Feb-23 rd - Feb-25 th	Bringing travelers and service providers together
5.	Mar-1 st -Mar-3rd	Capturing technology's competitive advantages
6	Mar-8 th -10th	Transportation Midterm Exam
7.	Mar-15 th -Mar-17th	Accommodations
8.	Mar 22 nd -Mar 24th	Food and beverage
9.	Mar 29 th -Mar 31st	Attractions and entertainment
10.	Apr -12 th -Apr-14th	Destinations
11.	Apr- 19 th -Apr 21st	Economic and political impacts on Hotels, Travel and Tourism
12	May 3 rd -May 5th	Environmental and social/cultural Hotels, Travel and Tourism
13	May-10 th -May-12th	Sustaining industry's benefits & The future of the industry
14	May-17th	Final Exam

*Please note the content of the syllabus may be revised during the semester. Students will be informed and guided accordingly.