

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

The City University of New York

Title of Course: World Markets

HTT 301

Section 1700

Credits: 3 Class Hours: 3 Semester: Spring 2016

Instructor Information

Name: Prof. Andrea Garraway

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| Office: Room 830-J Phone: 212-220-8000 X 3156 | Office Hours: Tuesdays & Thursdays: 4:20pm-5:25pm Fridays: 12noon-12:50pm |
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**Cou
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Desc
ription**

World Markets HTT 301

This course is designed to analyze the environment within which international travel, tourism and commerce take place. The major purpose of this course is to study the markets of the world in order to develop marketing strategies and methods for travel and tourism. Differences among countries and peoples are presented in this context. Some of the specific topics covered are map study, international marketing, marketing research, logistics and economic profiles of countries.

Basic Skills: Students must pass ENG 088; ESL 094; ACR 094; MAT 008/010/011

Pre-requisite: HTT 201

How This Course Works

1. This is a Hybrid Course: This means at least 80% of scheduled class meetings are replaced with online activities or virtual meetings. The scheduled Face to Face Class Schedule for this course is Fridays 5:30pm-8:15pm
2. Please allow 48 hours for a response to your emails, questions or concerns you may have regarding this course.
3. The Face to Face meetings times are 5:30pm-8:15pm on these Fridays: **January 29th, February 5th, March 4th, April 8th, May 13th.** All other class schedules will be Online
4. Be sure to attend all Face to Face classes and Complete all Online Course Work on time. Late assignments will not be accepted.
5. You will need:
Regular access to a laptop or desktop computer with an updated operating system. A Reliable Internet Connection
Working knowledge of how to use word processing software and web browsers.
6. Please check blackboard DAILY for updates and announcements regarding this course. You must ensure your grades have been entered correctly.
7. Late assignments will NOT be accepted. Students will not be able to participate in the Discussion post after the deadline.

Learning Outcomes

| Student Learning Outcomes (Students will be Able to...) | Measurements (means of assessment for Student learning outcomes listed in first column) |
|---|--|
| Research and interpret factors in the external environment as they impact on destination development. | Case Study, Assignments |
| Differentiate between products and services that are Owned/developed/managed by public or private sectors and the role/responsibility each plays in the development of the hotel and tourism product. | Assignments, Discussion Forum |
| Identify key issues related to sustainable hotel, travel and tourism industries. | Experiential Assessment, Assignments, Discussion Forum |

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) |
|--|--|
| Communication Skills - Students will write, read, listen and speak critically and effectively | Students will research, complete assignments and participate in Discussion Forums about the factors that impact on the hotel, travel and tourism industry |
| Quantitative Reasoning – Students will use quantitative skills and the concepts and methods of mathematics to solve problems | Students will analyze statistical data from Tourism Destinations |
| 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 |
| 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 tourism planning and development |
| 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 Students will be able to use Blackboard as an E-Learning Platform |

Required Text & Readings

Kastarlak, B. I., & Barber, B. (2012). *Fundamentals of planning and developing tourism*. New York: Pearson
ISBN: 13:978 0 13 507881 5 or 10 0 13 507881 5

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% – 62% |
| C+: 77% – 79% | F : Below 60% |

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

| | |
|----------------------------|-------------|
| Assignments | 25 % |
| Mid-Term Assessment | 10 % |
| Participation | 10 % |
| Discussion Forum | 25% |
| Final Project | 30% |

Assignments

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

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.

Face to Face 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. For the Online Schedule students must participate in the discussion forums and complete scheduled assignments to be considered present. Students will not be able to upload late assignments.

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Accessibility (rm. N360 or 212-220-8180). 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 | Topic(s) |
|-------------|--|
| 1. | Overview of the Tourism Industry |
| 2. | Basic principles of developing a marketing strategy for destinations |
| 3. | A general theory of destination planning and development |
| 4. | Prerequisites for sustainable destination development |
| 5. | General and special interest destinations |
| 6. | General and special interest destinations |
| 7. | Market System and Planned Growth Strategic and operational planning for marketing destinations |
| 8. | Attractions and Entertainment |
| 9. | Practicing Sustainable Tourism Development |
| 10. | Mid-Term Exam |
| 11. | Tourism Development in Market Economic System |
| 12. | Planning Tourism at National, Regional and local destination levels |
| 13. | Project Design, Permit and Construction |
| 14. | Managing, Planning and Marketing Tourism |
| 15. | Final Exam |

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