

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Introduction to Tourism and Hospitality

Course Abbreviation and Number: BUS 1700

Credit Hours: 3

Course Type: Lecture

Course Description: Students will discover career options within the tourism and hospitality industries. Coverage includes industry pioneers and their contributions; the different forms of industry businesses including independent, chain, franchise, and e-commerce; the daily functions of lodging and food service; and the role of customer service within the industry.

Eligibility: ENG 1510 without supports or **Corequisite:** ENG 1510 with supports.

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Identify at least two current issues impacting the tourism and hospitality industry, including sustainability, and discuss how those issues might affect the student's career.
 2. Utilize a vocabulary of tourism and hospitality terms and abbreviations.
 3. Explain the elements that comprise the hospitality industry and its relationship to the overall tourism industry.
 4. Identify at least five important industry organization, their respective roles and membership.
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Topical Covered:

- Introduction to the world's largest industry
 - Marketing to the traveling public
 - Delivering quality tourism services
 - Bringing travelers and tourism service suppliers together
 - Capturing technology's competitive advantages
 - Transportation
 - Accommodations
 - Food & Beverage
 - Attractions & entertainment
 - Destinations
 - Economic and political impacts of tourism
 - Environmental and social/cultural impacts of tourism
 - Sustaining tourism's benefits
 - The future of tourism
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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Effective Date: Fall 2021