

Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title: Tour 212 Principles of Tourism

Course Description: Tourism is a dynamic field where business, government, and society intersect. This course gives the student an understanding of the systems that affect tourism and the professional opportunities within this field. Historical issues and current trends, travel behavior, tourism planning and policy, tourism impacts, and tourism promotion will be covered.

Course Objectives:

Students completing this course will have an understand of:

- The history of tourism
- Be able to explain how tourism providers are organized
- Name agencies and organizations provide tourism services
- Define travel behavior
- Describe tourism planning and marketing

Instructor: Sherry Niesar

Office: Online

Office Hours: Mondays, Tuesdays & Thursdays, 3:15-6:00 pm

Phone: 701-527-3714

Email: Sherry.Niesar@misu.nodak.edu

Lecture/Lab Schedule: Online

Textbook(s): *Tourism Principles, Practice, Philosophies*, Charles R. Goeldner & J. R. Brent Ritchie, Wiley, 10th edition, 2006, 0-471-45038-3

Course Requirements:

- Attendance: Regular participation in the class is expected.
- Graded Assignments: Assignments are given to reinforce chapter content. They are practical in nature and require the student to apply new knowledge of chapters.
- Graded Quizzes/Exams: Fourteen quizzes and three exams will be given.
- Final: The final will be a comprehensive project. It will be available the last three weeks of class.

Tentative Course Outline:

- History of Tourism
- Career Opportunities
- Tourism Organizations
- Passenger Transportation

- Hospitality and Related Services
- Organizations in the Distribution Process
- Attractions, Entertainment, Recreation & Special Events
- Motivation for Pleasure Travel
- Cultural Tourism
- Sociology of Tourism
- Tourism Planning
- Tourism and the Environment
- Tourism Marketing

General Education Goals/Objectives: Not a General Education Course

Relationship to Campus Theme:

This course provides the student with the tools and the professional skills to to explore the world beyond their communities.

Policies:

Reading the assigned text is the student's responsibility, and is essential to success in this course. Late work will not be accepted for full credit.

This academic environment is an open and harassment free one. Participation within the online classroom is highly encouraged and is an integral part of the higher education experience. Ask questions – comment on discussions.

Academic Integrity:

Webster's Encyclopedic Unabridged Dictionary defines plagiarism as: "The appropriation or imitation of the language, ideas, and thoughts of another author, and representation of them as one's original work." There will be *zero tolerance* of any form of academic dishonesty. If any evidence appears of students not doing their own work, plagiarism, or outright cheating on quizzes/exams, the matter will be investigated. If it is concluded that such dishonesty occurred, the student in question will receive an automatic "F" for the course. Furthermore, the matter will be reported to the appropriate university office and the instructor will participate in any proceedings against the guilty party.

Disabilities and Special Needs:

Please inform the instructor within the first week of classes if any assistance is required due to disabilities or special needs.