RESORT & TOURISM MANAGEMENT
Course Syllabus

Course Number: HOST-0087   OHLAP Credit: No
OCAS Code: 8226
Course Length: 60 Hours
Career Cluster: Hospitality & Tourism
Career Pathway: Travel & Tourism
Career Major(s): Destination Meetings and Event Management Assistant

Pre-requisite(s): Dependent on course major

Course Description: In this course, the students will learn about group travel and sightseeing using the various forms of transportation to reach desired locations. Types and lengths of city sightseeing tours will also be explored. The process of working with travel agents on air travel and organizing ground transportation will be included.

Textbooks:
- Travel and Tourism Works for America by Travel Industry Association of America (2008)

Course Objectives:
A. Understand the Encompassing Term of Tourism Including the Elements of a Tour and Factors Affecting Domestic and International Travel.¹
   1. Define tourism.
   2. Understand domestic travel.
   3. Understand international travel.
   4. Understand the elements of a tour and the different types available.
   5. Explore tourism careers.

B. Identify Various Types of Travelers.¹
   1. Identify the leisure traveler.
   2. Identify the business traveler.

C. Identify Various Types of Transportation.¹
   1. Understand automobile travel.
   2. Identify major rental car companies.
   3. Recognize airlines and airports.
   4. Understand the use of motor coaches.
   5. Identify recreational vehicles.
   6. Identify highways and scenic byways.
   7. Identify principal cruise lines.
   8. Understand train travel.

D. Identify Geographic Needs of the Tourism Industry.¹
   1. Identify countries of the world on a map.
   2. Identify the 50 states and other major geographical features of the United States on a map.
3. Locate destinations on a map.
4. Tour local and state landmarks and historical sites.
5. Demonstrate an understanding of different climates.
6. Conduct research of various attractions and events.
7. Identify appropriate destination guides.
8. Determine the differences between domestic and international travel.
9. Detail the documentation needed for travel abroad.
10. Identify traveler's health concerns.
11. Discuss U.S. Customs procedures.
12. Clarify currency exchange procedures and advice for travelers.
13. Become familiar with international airline & airport codes.

E. Understand Hospitality, Travel and Meeting Services.¹
1. Explain the services required for meetings and conventions.
2. Explain the role of travel agencies.
3. Identify principal tour operators.
4. Describe the variety of food and beverage options available.
5. Explain the hospitality, travel, and meeting services available at hotels.
6. Identify spa resorts.
7. Demonstrate knowledge of the Bed and Breakfast industry.
8. Explain the concept of vacation timeshares.
9. Identify recreational opportunities at commercial campgrounds.

F. Identify Attractions, Sightseeing, and Entertainment Opportunities.¹
1. Recognize cultural and heritage tourism.
2. Explore different family vacation travel.
3. Explore amusement parks and attractions.
4. Discover the different festivals and special events.
5. Identify and locate various shopping malls.
6. Identify gaming and Native American casinos.

G. Understand Nature-Based Tourism.¹
1. Define and explain agritourism.
2. Define and provide examples of adventure travel.
3. Define and explain geotourism/ecotourism.
4. Identify hiking and biking tourism opportunities.
5. Describe various types of boating recreation.
6. Explain the recreational opportunities available at guest ranches.
7. Identify whitewater adventures.
8. Describe various types of skiing, snowboarding, and snowmobiling recreation.
9. Describe sports events, golf vacations, and marathon running events.

H. Understand the Use of Public Recreation Lands.¹
1. Identify national forests and their recreational uses.
2. Identify national parks and their recreational uses.
3. Describe the role of the U. S. Army Corps of Engineers.
4. Explain the function of the Bureau of Land Management.
5. Explain the function of the U.S. Fish and Wildlife Service.

I. Demonstrate Problem-Solving Skills in Various Situations.¹
1. Analyze case studies related to resort and tourism management and develop effective solutions to the issues and concerns presented.
RESORT & TOURISM MANAGEMENT

1ODCTE objective
All unmarked objectives are TTC instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy percent (70%) or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.