

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

TOUR 601

CURRENT ISSUES AND THEORIES FOR HOSPITALITY AND TOURISM MANAGEMENT

COURSE DESCRIPTION

This course will explore the various issues faced by hospitality and tourism organizations. Current research designs and methodologies related to hospitality and tourism will be examined.

RATIONALE

This is a required course in the Sports Management master's degree Tourism cognate. Managers in a sport or tourism organization need to understand the complex issues facing the tourism industry. Therefore, this course is designed to provide an overview of the hospitality and tourism industry with an emphasis on how sporting events and recreational activities fit into the broader hospitality and tourism system.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Digital camera or phone used for capturing original photos
- D. Blackboard [recommended browsers](#)
- E. Microsoft Word and Power Point
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Describe the hospitality and tourism industry from a systems perspective.
- B. Explain the scope and importance of the tourism industry to various stakeholders within a destination.
- C. Describe current issues encountered by hospitality and tourism organizations and tourism destinations.

- D. Examine the common research methodologies used in exploring hospitality and tourism issues.
- E. Relate current research to specific travel and tourism industry concerns.
- F. Compare biblical scriptures and perspectives with real world situations.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and presentations
- B. Course Requirements Checklist

After reading the Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forum Threads (4) and Discussion Board Forum Reply (3)

There will be 4 required Discussion Board Forums. These will occur in Modules/Weeks 1, 3, 5, and 8. The student is expected to submit a thread in selected modules/weeks related to the reading for that module/week and/or a question posed in the Discussion Board Forum. Threads must be at least 500 words and build upon the information in the readings, including reflective statements and specific applications of the concepts in the text. Each thread is due by 11:59 p.m. (ET) on Sunday of the module/week assigned, except for Discussion Board Forum 4 in which the thread is due by 11:59 p.m. (ET) on Friday of Module/Week 8.

The student will offer a reply to the thread in Modules/Weeks 2, 4, and 6. In each of these modules/weeks, the student will reply to at least 1 classmate's thread from the module/week prior. Each reply must be at least 250 words and build on the ideas in the original thread. Each reply is due by 11:59 p.m. (ET) on Sunday of the module/week assigned.

- D. Tourism Assignment

This assignment will be an application of the tourism system concept covered in chapters 1–2 but may also incorporate various forms of tourism found throughout the textbook. The student will be examining the hospitality and tourism system in a community in close proximity to his/her location (within a 1½ hour drive). This assignment will require the student to capture original images and insert them in a Power Point presentation. The student will also need to include tourism data from the location. The student is highly encouraged to speak with tourism providers and professionals in the area. This assignment is due by 11:59 p.m. (ET) on Sunday of Module/Week 5.

- E. Research Paper Outline/Bibliography

The student will submit an outline of his/her proposed Research Paper topic along with an annotated bibliography of his/her key peer-reviewed sources. This assignment will help in providing direction for his/her Research Paper. The Overview/Bibliography is due by 11:59 p.m. (ET) on Sunday of Module/Week 3.

F. Research Paper

The student will write a formal Research Paper on one of the topics covered during the course. This paper should be a reflection of current issues and academic research regarding that topic. The paper must be written using APA style. The body of the paper should be 12–15 pages and the student should utilize no fewer than 8 peer-reviewed sources. The final version of the Research Paper will be submitted as a Microsoft Word document via SafeAssign by 11:59 p.m. (ET) on Sunday of Module/Week 7.

G. Exams (4)

There are 4 exams in the course and they are found in Modules/Weeks 2, 4, 6, and 8. Each exam will be open-book/open-notes, contain 50 questions, and have a time limit of 2 hours. The exams will be composed of 50 multiple-choice and true/false questions. Exams 1–3 must be completed by 11:59 p.m. (ET) on Sunday of the module/week assigned, and Exam 4 must be completed by 11:59 p.m. (ET) on **Friday** of Module/Week 8.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist		10
Discussion Board Forum Threads (4 at 35 pts ea)		140
Discussion Board Forum Reply (3 at 20 pts ea)		60
Tourism Assignment		100
Research Paper Outline/Bibliography		100
Research Paper		200
Exam 1	Modules 1–2	100
Exam 2	Modules 3–4	100
Exam 3	Modules 5–6	100
Exam 4	Modules 7–8	100
	Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 D+ = 740–759 D = 700–739
 D- = 680–699 F = 679 and below

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

VII. BIBLIOGRAPHY

American Psychological Association. *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: APA.

Gammon, S. & Ramshaw, G. (2007). *Heritage, sport and tourism: Sporting pasts – tourist futures*. New York: Routledge. ISBN: 0415442486.

Goeldner, C.R. & Ritchie, J.R.B. (2011). *Tourism: Principles, practices, philosophies* (12th ed.). Hoboken, NJ: John Wiley & Sons. ISBN: 1118071779.

Page, S.J. (2011). *Tourism management: An introduction* (4th ed.). Burlington, MA: Butterworth-Heinemann. ISBN: 9780080969329.

Ritchie, J.R.B. & Goeldner, C.R. (1994). *Travel, tourism, and hospitality research: A handbook for managers and researchers* (2nd ed.). New York: John Wiley & Sons. ISBN: 0471582484.

Smith, M., MacLeod, N. & Hart Robertson, M. (2010). *Key concepts in tourist studies*. Thousand Oaks, CA: Sage. ISBN: 9781412921053.

COURSE SCHEDULE

TOUR 601

Textbook: Cook et al., *Tourism: The Business of Hospitality and Travel* (2018).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Cook et al.: chs. 1, 3 1 presentation	Course Requirements Checklist Introduction/Welcome DB DB Forum 1 Thread	10 0 35
2	Cook et al.: chs. 2, 11	DB Forum 1 Reply Exam 1	20 100
3	Cook et al.: chs. 4–5 1 presentation	DB Forum 2 Thread Research Paper Outline/Bibliography	35 100
4	Cook et al.: ch. 13 1 presentation	DB Forum 2 Reply Exam 2	20 100
5	Cook et al.: chs. 9–10 1 presentation	DB Forum 3 Thread Tourism Assignment	35 100
6	Cook et al.: chs. 6–7 1 presentation	DB Forum 3 Reply Exam 3	20 100
7	Cook et al.: ch. 12 1 presentation	Research Paper	200
8	Cook et al.: chs. 8, 14 1 presentation	DB Forum 4 Thread Exam 4	35 100
TOTAL			1010

DB = Discussion Board

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on **Friday**.