

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

**Introduction to Travel and Tourism
TRVM 1300.O280**

NOTE: This is an 8-week course.

KAREN CRUMP

INTRODUCTION TO TRAVEL AND TOURISM

TRVM 1300

Course Description:

An overview of the travel and tourism industry. Emphasis on travel careers, the impact on society and the value of travel on personal growth.

Course Objectives and/or Competencies:

- Identify the qualifications needed for the many careers in the travel and tourism industry
- Discuss the history and growth of travel and tourism and how they relate to the marketplace
- Define the role of governments in the travel industry and identify how tourism is an important source of revenue for a destination
- Describe types of geography as it relates to travelers
- Identify types of travel and travelers
- Identify the components of the travel and tourism industry
- Define the channels of distribution
- Discuss how the travel product is promoted and marketed

Prerequisites and/or Corequisites:

None required

Minimum Requirements Needed for this Course:

This is an online course. Students MUST have basic computer skills, knowledge of Office 365 especially Word, Excel and PowerPoint, and a basic understanding of how to use search engines and common web browsers. Access to a computer and internet are required to be successful. There are plenty of computer stations throughout the campus for your use including 2 labs in the BT Building and stations in the library. Check the MCC website for hours of these locations.

Instructor Information:

Instructor Name: Karen Crump
MCC E-mail: kcrump@mclennan.edu
Office Phone Number: 254-299-8290
Cell Phone Number: 254-722-6159
Office Location: BT205
Office Hours: Tuesdays/Thursdays online: 10:00a – 1:00p;
Wednesdays in office: 1:00p – 3:00p

Since we are preparing for the business world, appointments are preferred. I will be happy to set up a zoom session/phone call or office appt at any time that is convenient. My office phone number (2542998290) will always be the access code for all zoom sessions.

Other Information: Feel free to contact me at any time; Please no calls before 7:30am or after 7:00pm! Texts are acceptable any time.

Correspondence Policy: I have no preferred method of communication – the most important thing is to communicate with me! However, use good judgment...if it is somewhat urgent, email is not the best choice. I will do my best to respond within 24 hours. Communication received during weekends or holidays may not be returned until the first business day that the college is open. Since I teach multiple classes and multiple subjects, please refer to the Tour and Travel course when emailing.

Required Text & Materials (paperback text included in course):

Title: Travel Career Development, 11th Edition
Author: The Travel Institute
Publisher: The Travel Institute
ISBN: 978-1-73449122-0
[MCC Bookstore Website](#)

The text is provided for you in a paper bound format; please go to the bookstore to pick up your copy ASAP...it is essential to pass the course; they will ship if you are not local.

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Methods of Teaching and Learning:

Assigned readings, discussion groups, group/individual projects and presentations, real world case studies, problems and assignments, written reports/papers, exams, and quizzes.

Free Microsoft Office 365:

MCC offers Office 365 free of charge to all MCC students. If you are in need of this software, please type in Office 365 in the search bar on MCC's website to learn how to download it. There are specific directions for those of you with a Chromebook.

Mission Statement: My mission for this class is to provide you with the knowledge and confidence to go out in the world and explore its countries, cultures, and people and to understand the career opportunities that exist while doing it!

Outline or Schedule (subject to change):

WEEK 1: Monday, March 11

Welcome/Class Overview

Chapter 1: Overview of the Travel and Tourism industry

Chapter 2: Geography and International Travel

WEEK 2: Monday, March 18

Chapter 3: Using Technology

Chapter 4: Air Travel

WEEK 3: Monday, March 25

Chapter 5: Ground Travel

Chapter 6: Accommodations

TEST#1: Chapters 1-5

WEEK 4: Monday, April 1

Chapter 7: Cruises

Chapter 8: Tours and Packages

WEEK 5: Monday, April 8

Chapter 9: Marketing

Chapter 10: Making a Sale

Chapter 11: Specialized Sales

TEST#2: Chapters 6-10

WEEK 6: Monday, April 15

Chapter 12: Communications

Chapter 13: Money Matters

WEEK 7: Monday, April 22

Chapter 14: Home-Based Agents

Chapters 16: Building a Career

WEEK 8: Monday, April 29

Around the World Presentations

TEST#3: Chapters 11-14, 16

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Course Grading Information:

Orientation	25
Attendance/Participation	70
3 Chapter Tests	300
13 Chapter Quizzes	130
Passport Exercise	50
Language Lesson	50
Weekend in the City Promo	75
Miscellaneous Assignments	150
Tour Presentation	150*
	1000 points

****Required to Pass**

Allocation of letter grades will be as follows:

A	900 - 1000 points / 90%+
B	800 - 899 points / 80% - 89%
C	700 - 799 points / 70% - 79%
D	600 - 699 points / 60% - 69%
F	<600 points / <60%

****The number of total points may change due to changes in the syllabus; however, the percentages applied will remain the same (ie. 90% of total points will be equivalent to an A)****

Your final grade will be kept up-to-date in the grade book based on the assignments that have been graded. You will see something like 45/50. The 1st number refers to your grade from the graded assignments; the 2nd number refers to the points that were available for that graded work. It will not include any assignments not yet graded. You have to get to 700 points out of the 1000 to pass.

ORIENTATION (25 points)

Since this is an online class, it is important you understand how the class is organized. Orientation activities are designed to assist you with key information and details. Take it seriously.

ATTENDANCE/PARTICIPATION (70 points)

These will be weekly discussion activities that will count towards your online attendance/participation.

CHAPTER TESTS: (300 points)

There will be 3 tests given throughout the semester. Exams will be in a true/false, multiple choice, and short answer format. Students with scheduling difficulties must make arrangements with the instructor prior to the exam. If you miss a test and have not made prior arrangements with me, you will forfeit those points. All exams will be online in Brightspace.

CHAPTER QUIZZES (10 points/quiz)

You will have a chapter quiz on every chapter. 13 of these will count towards your final grade. All quizzes will be taken in Brightspace.

PASSPORT EXERCISE (50 points)

For this assignment, you will be going through the motions of applying for a passport. You will not actually be getting one – just taking the steps involved.

LANGUAGE and CULTURE LESSON (50 points)

For this exercise, you will be recording for the class a short language and culture lesson from the country you choose for your international tour project. It will consist of a few common phrases travelers should learn when they plan a visit to that country.

MISCELLANEOUS ASSIGNMENTS (150 points)

Throughout the semester you will have miscellaneous assignments. These will include answering chapter questions, case studies, and real world exercises. Your 10 highest grades will be counted towards your class grade.

WEEKEND IN THE CITY AD (75 points)

Using the tour company you have created for your semester project, you will be creating a weekend tour and ad that you can use on social media to promote a weekend in a US city. The specific list of cities will be made available as a google doc and it will be on a first-come, first-serve basis. It will need to include specific information that will be detailed for you.

INTERNATIONAL TOUR PRESENTATION (150 points)

This is your semester project. You will select a specific country from a given list on a first-come, first-serve basis. You will be responsible for creating a 10 - 21 day tour in that country and presenting it to the class in the form of a presentation. This project is required to pass the course.

GENERAL INFORMATION:

COMMUNICATION

All communication including changes to the syllabus will be sent to you through your MCC email address (your 2 initials student ID#@students.mclennan.edu) and announcements in Brightspace. Please make sure you know how to access both. I would suggest setting up your school email – a gmail account - on your smart phone if you have one. My recommendation is to check your emails several times a day.

When sending emails to me, make sure you use professional business format. In the subject line, be specific as to the purpose of your correspondence and include your course name and section number. Failure to include this information may result in a delayed response. Avoid typing in all caps. Be clear and concise in what you are trying to communicate. I check emails on a regular basis throughout the day so they will be returned within 24 hours of receipt except over the weekend or holidays. Those emails will be returned on the first business day that MCC is open. If there is a sense of urgency, email is not the best method to use. Pick up the phone and call me. If texting me for the first time, make sure you identify yourself in case I do not have your number in my contacts. Identify the course you are in as well.

Before you make the effort to contact me, ask yourself where you can find the answer to your question. For example, have you checked the syllabus? Brightspace? A fellow classmate? Managers in the business world expect you to be problem solvers. This is a skill that can be learned so a good time to practice is now while you are in college.

ASSIGNMENTS

All required assignments for the week can be found in Brightspace under the weekly module. Due dates are also posted on the course homepage under Upcoming Deadlines. It is important that you complete all assignments in the weekly module so I would highly recommend you start there every week to create your "to do" list.

You will be using Brightspace to submit all assignments. However, should you encounter challenges, you can email it to me at kcrump@mclennan.edu by the deadline. This should be the exception however so if you need assistance on how to upload in Brightspace, make an appointment with me.

All assignments must be typed in Word – no other formats will be accepted! When saving your assignments, make sure to properly name it. This is good business practice. Doublecheck your submission to make sure it is completed. A blank submission will earn a 0 and cannot be redone.

Presentation is important in the business world. Your documents must look professional. For that reason, your homework assignments must look professional. Take a few minutes after completing the assignment and ask yourself if it looks professional. Points may be lost if your submission does not look neat and organized. Font should never be bolded unless you are trying to emphasize a point....spacing should be just right...indents used when needed.

When you see your assignment grade posted, please check the gradebook for my feedback. I often will type notes and comments in your submission; you should be able to read these from the gradebook.

LATE WORK AND MAKE UP WORK:

Due dates and deadlines are important in the business world. If you miss a crucial deadline, it could cost your company a significant opportunity/expense. For that reason and since this class in particular is all about planning, late work will not be accepted unless prior arrangements have been made in advance. So pay attention to due dates!

ADDITIONAL BONUS POINTS CAN BE EARNED:

In the working world, you do not have to be the smartest person to be successful. However, you do have to show initiative, work hard and prove that you care about the company and the business. For that reason, I am going to apply those same principles to this class. You have the opportunity to put forth additional effort and earn additional bonus points to achieve a higher grade.

EXTRA BONUS ASSIGNMENTS (up to 60 points):

1. up to 25 points: Interview a pre-approved, professional travel agent; write at minimum a 3-page paper presenting the information learned.
2. up to 25 points: Read the book, "For the Love of Europe" by Rick Steves and write a report on what you learned. It must be at least 3 pages, single spaced, and at minimum 1000 words.
3. 10 points Complete the instructor feedback form at the conclusion of the semester

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ATTENDANCE:

If a student is not in attendance in accordance with the policies/guidelines of the class as outlined in the course syllabus as of the course census date, faculty are required to drop students from their class roster prior to certifying the respective class roster. A student's financial aid will be re-evaluated accordingly, and the student will only receive funding for those courses attended as of the course census date.

It is your responsibility to make mature and reliable decisions regarding your commitment and performance to this class. MCC's school attendance policy requires me to take attendance and you are expected to participate.

Since this is an online course, attendance will be assessed by the submission of any weekly assignment. An assignment is defined as any activity that is due that week. If you do not submit at minimum, one assignment, you will be considered "absent"

Should you fail to complete at minimum the orientation quiz and 1 weekly assignment by Saturday, March 16, I will be required to drop you. This drop will not appear on your academic transcript and will not affect your 6-course withdraw limit. However, you will still be financially obligated for the course and your financial aid re-evaluated.

That will be the only time I will automatically drop you from class. After that date, should you want to drop and have not yet exceeded the 6-drop limit, you have until April 12, the 60% date, to personally request it. This withdrawal will be added to the state's 6-course limit. Please refer to the school's attendance policy link below for details regarding this state rule. After April 12, you must accept the grade earned.

Click Here for the MCC Attendance/Absences Policy
(<https://www.mclennan.edu/highlander-guide/policies.html>)

Click on the link above for the college policies on attendance and absences. Your instructor may have additional guidelines specific to this course.

Definitions

The terminology we use is important:

Drops - occur BEFORE the census date of January 15 and do not count against the student's maximum withdrawal count of 6 classes, as defined by state law.

Withdrawals - occur AFTER the census date and prior to February 8, the 60% date, and count in the student's maximum withdrawal count of 6 classes.

GRADES:

If you do not agree with a grade, you have one week from the time it is posted to review it with me.

Answers to the tests are not provided. If you would like to review your test, please make a zoom appointment with me so we can review it together.

MY PHILOSOPHY ON LEARNING:

Learning is hard. Learning is frustrating. Learning takes work. It takes time. Learning can also make you uncomfortable. And learning is a CHOICE. The responsibility to learn is yours and yours alone. I am committed to introducing you to new terms, concepts and ideas and helping you in any way I can to sort out any confusion. But you must own the learning part and want it bad enough to ask questions when you do not understand and see me to sort out more complex and time-consuming issues. I will do everything I can to help you on this journey but I will not do the work for you. If you find that you need additional support, more than I can provide, MCC offers plenty of resources in our Student Success department. Feel free to come see me if you would like to explore these services. So in the spirit of learning something new, embrace the work ahead of you! In the words of Dr. Seuss, "Oh the Places You'll Go!" (hopefully you are never too old for a little Dr. Seuss wisdom!)

Instructor Recommendations:

An online course takes self-discipline to achieve success. This class is broken out week by week with specific assignments and activities that must be completed. My recommendation is to always log into the course every Monday, the start of every week, to assess what your week looks like with respect to assignments and deadlines. You may have a chapter quiz and test on that chapter in the same week so it is better to plan ahead.

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Make sure to go into this class with a back up plan in case your computer crashes and your internet goes down. Know what you will do if one of those scenarios happens. These situations cannot be used as reasons for assignments not getting completed by the deadlines. Know that there are many computer labs available on campus. The library probably offers the greatest availability. Do your research and investigate into these labs so you are better prepared.

Take the orientation seriously so you gain an understanding of the course format and structure on Brightspace.

The textbook is an integral part of the course and chapter reading will be required every week.

Since the responsibility of learning falls on your own personal efforts, make sure to reach out to me if you are confused about something. Before placing the call however, please make sure you check all resources including the syllabus and your classmates to find a solution; my experience has been that answers to most questions can be found there. I do my best to respond to your inquiries as quickly as possible but for planning purposes, anticipate at least a 24-hour turnaround.

Reading and comprehension are key to being successful in an online environment. If you have reached this point in the syllabus, please email me with the subject line, "I have really read the syllabus" for an added bonus.

Weekly content will open up every Monday at 12:01am. There will be a class announcement if the week opens earlier.

Student Behavioral Expectations or Conduct Policy:

I am a "hotelier" at heart and just love the philosophy of Ritz Carlton Hotels, a luxury brand. To borrow from their motto, *"We are Ladies and Gentlemen serving Ladies and Gentlemen"*. Even though this class is in an online format, we will treat each other with mutual respect. If you are frustrated with something and do not understand, please talk to me. I am here for support and to help you succeed. I am not out to get you or make things difficult. But let's face it, sometimes in college you have to do things you don't like doing...that is why a degree offers so much value to employers- it proves you can go the distance! Remember, your behavior and character are the only things that you have complete control of in your life. Make the most of it!

Instructor/Class Academic Integrity Statement:

In the business world, if you are caught stealing, you will immediately lose your job. That same premise will be applied to our class. Cheating on exams or plagiarizing (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) may result in a failing grade and you will be reported to Student Discipline. Since this is an online class, the internet should never be used during an exam. This is considered cheating and if proven, you will receive a 0 on the test.

10/09/2023



ACADEMIC RESOURCES/POLICIES

Accommodations/ADA Statement:

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. For additional information, please visit www.mclennan.edu/disability

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

disabilities@mclennan.edu (254)299-8122
Room 319, Student Services Center

Title IX:

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling, Dr. Claudette Jackson, (Accommodations/Title IX) at (254) 299-8465. MCC employees are mandatory reporters and must report incidents immediately to the Title IX Coordinator. Individuals may also contact the MCC Police Department at (254) 299-8911 or the MCC Student Counseling Center at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>

Additionally, Title IX provides rights and protections for pregnant and newly parenting students. Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence, or domestic violence.

Student Support/Resources:

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

Academic Support and Tutoring is here to help students with all their course-related needs. Specializing in one-on-one tutoring, developing study skills, and effectively writing essays. Academic Support and Tutoring can be found in the Library and main floor of the Learning Commons. This service is available to students in person or through Zoom. You can contact the Academic Support and Tutoring team via Zoom or email (ast@mclennan.edu) by going to our website (<https://www.mclennan.edu/academic-support-and-tutoring/>)

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact either MCC CREW – Campus Resources Education Web by calling (254) 299-8561 or by emailing crew@mclennan.edu or a Success Coach by calling (254) 299-8226 or emailing success@mclennan.edu.

Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff. To schedule an appointment, go to <https://calendly.com/paulannespantry-mcc/15min>.

The CREW, Success Coaches, and Paulanne's Pantry are all located on the second floor of the Student Services building in Success Coaching Services.

MCC Foundation Emergency Grant Fund:

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an

emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf

MCC Academic Integrity Statement:

Please view our [Academic integrity statement](#) for more information about academic integrity, dishonesty, and cheating. The unauthorized use of artificial intelligence (AI) for classwork can be a violation of the College's General Conduct Policy. Whether AI is authorized in a course and the parameters in which AI can be used in a course will be outlined by each instructor.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

Email Policy:

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails. For more information about your student email account, go to www.mclennan.edu/studentemail.

Instructional Uses of Email:

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

You can find help on the McLennan website about connecting your McLennan email account to your mobile device:

- [Email Setup for iPhones and iPads](#)
- [Email Setup for Androids](#)

Forwarding Emails:

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

For more helpful information about technology at MCC, go to [MCC's Tech Support](#) or email helpdesk@mclennan.edu.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.