



Introduction to Tourism, Hospitality, and Event Management

THEM 2150

TTH 9:30 – 10:45 AM, Fall 2023

127A TECH

BOWLING GREEN STATE UNIVERSITY

Recommended text:

- Cook, R.A., Hsu, C.J., & Marqua, J.J. (2013). *Tourism: The Business of Hospitality and Travel* (5th Ed)
- Weekly Class note provided

Your professor:

Hyungsuk Choo, PhD.

hchoo@bgsu.edu

419.372.7862

Office: 211 Eppler N



M-TH: 11 am-1pm (TTH: in-person;
MW: Zoom) or by appt via email.
F: By appt



COURSE DESCRIPTION

This course is an introduction to travel and tourism from local to international levels. It will cover topics such as: 1) the major themes and concepts of tourism; 2) tourist behaviors and psychology; 3) tourism service suppliers; 4) the economic, social, cultural, and environmental impacts of tourism.

LEARNING OUTCOME

- Understand the components of tourism industry.
- Apply psychology and social-psychology to tourism behavior
- Analyze the economic, social, and environmental impacts of tourism

COURSE DELIVERY

Active participation is required for this class. It is important to follow the guideline for attendance and participation which is recorded every class. You are also required to meet due dates for assignments, discussions, field trips, activities, quizzes, and exams. The instructor communicates through Canvas announcements, emails, and virtual meetings.

COURSE OBJECTIVES (WHAT I EXPECT OF YOU)

By the completion of this semester, each student will have had the opportunities to:

- Understand and appreciate the history, organization, complexity and scope of the tourism system.
- Understand the relationship among tourism, hospitality, & event.
- Understand the factors which impact the tourism industry.
- Understand the factors which influence individual's decision to travel.
- Understand various impacts of tourism in the host community.

INSTRUCTORS' OBJECTIVES (WHAT YOU SHOULD EXPECT OF ME)

- Making students feel welcome and invited in the classroom.
- Using "positive coaching" to promote success in the classroom.
- Getting to know the students, and being empathetic to their needs.
- Using "student-centered" instruction by finding ways to apply the material learned.
- And being enthusiastic about the material being covered.



Course Requirement

There are 7 categories of requirement for this class.

1. Resume (extra 3 points)

Please submit your resume. The purpose of this draft resume is that I will be able to know more about who you are and help you with managing your career.

2. Exams (100 points each = Total 200 points)

There will be two exams (Exam I & II). There will be no make-up exams unless students have been authorized to do so by the instructor prior to the date of the exam.

3. THE Ad Analysis (50 points)

Cut out any THE-related ad in a magazine (on/offline). From the message received, thoroughly describe: a) the audience you think is being targeted, b) how the ad described the traditional 4 "Ps", c) how push/pull motivation factors are adopted, and d) why you think the ad was successful/unsuccessful at reaching/attracting its target audience.

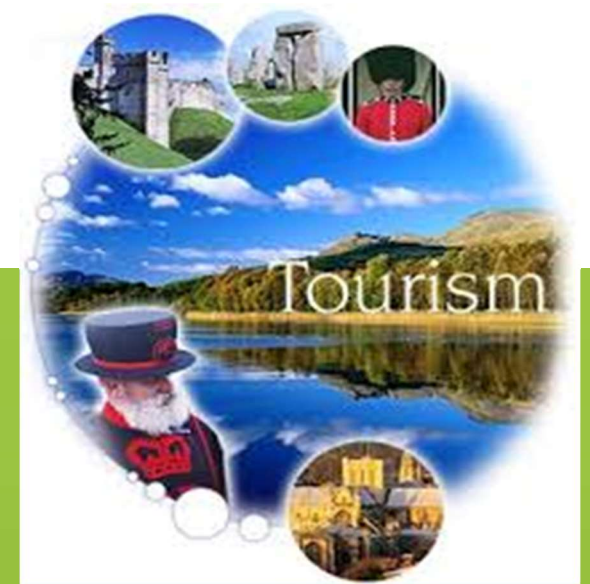
4. Travel Experience Presentation (100 points)

Students are required to give a PPT presentation (12 – 15 minutes) on a topic related to their past travel experience, or a trip which they plan to take in the near future. Concepts covered in this course should be applied and the presentation should be conducted in a professional manner.

5. In-Class Activity & Attendance (5-10 points each= Total 130 points)

In-Class Activity (quiz/activity/discussion) will be given throughout the semester and most of those are done during class. Topics will be related to the readings assigned for the day of the assignment or any materials covered in previous classes. Missed assignment cannot be made up or substituted unless prior arrangement is made with the instructor.

Class attendance is mandatory and attendance will be recorded every class via In-Class Activity. Every additional absence more than twice will lower your class grade by 5 -10 points. If you miss more than 30 % of classes, you will automatically fail the class. Absence from a scheduled course activity for personal reasons beyond his/her control (e.g., illness, family emergency, bereavement, etc.) will not count. It is your responsibility to keep me informed of your situation during extended absences or I will drop you from the class. If a student is absent on the day he/she is scheduled to make a presentation without making prior arrangements with the instructor, the student will receive a zero on the presentation grade. In addition, students are required to prepare for class by reading the sections of the textbook assigned for each session.



6. Weekly Assignment (10 pts = Total 70 pts)

Weekly assignment is given most weeks throughout the semester. Topics will be related to the class content of each week. Missed assignment cannot be made up or substituted unless prior arrangement is made with the instructor.

7. Final (50 +- points)

Will be notified during class in the 12th week.



Grading Policy & Class Management



The assignment is graded on the grading rubrics of each assignment. The instructor makes every effort to grade fairly and is always willing to explain why a specific grade was given. Student evaluations will be based on the following:

Point Distribution	
THE AD Analysis	50
Travel Presentation	100
Exams (2@100 points each)	200
In-Class Activity & Attendance (26@5-10 points each)	130+
Weekly Assignment	70+
Final	50+-
Total	600
*Extra Credit (Resume)	3
Grades	
A: >=540	90-100 %
B: 480 - 539	80-89 %
C: 420 - 479	70-79 %
D: 360 - 419	60-69 %
F: Below 359	Below 60%

University Closure: Individuals will be notified through AlertBG, email, the BGSU homepage/social media channels and the news media.

COVID-19 related policy: Students are expected to follow BGSU COVID-19 protocols at all times, which includes wearing a face covering in all classrooms and office spaces for as long as a university mandate is in place. Failure to comply with these protocols may result in disciplinary action under the Code of Student Conduct ([BGSU COVID-19 Website](#)).

If a student tests positive for Covid-19, needs quarantine, and/or is ill, it is important to report to the instructor. The instructor will help her/him join class via Zoom link whenever possible.

Student Code of Conduct: As an enrolled student at BGSU, you have agreed to abide by the Student Code of Conduct. Students who violate faculty expectations as outlined in the syllabus may be subject to the Code of Conduct. Read more info from the [Student Handbook](#), the [Codes of Conduct](#) and [Policies & Procedures](#).

Classroom Conduct: Students are expected to display tolerance for others' views within class, on discussion boards, and through emails. Comment and language should be respectful and appropriate for a college community.

Intellectual property: Course materials are protected by U.S. Copy right law ([University policy](#)). Students may not reproduce and

display them without my written consent, except another who registered in this course.

Accessibility: If you have a documented disability, contact me at least a week prior to the assignment due date. [Accessibility Services](#) office is to help provide equal access and reasonable accommodations.

System Requirement

- [Computer and browser specifications in Canvas guide](#) (<https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/ta-p/66>).

Religious Holidays: It is the policy of the University to make every reasonable effort allowing students to observe their religious holidays without academic penalty. In such cases, it is the obligation of the student to provide the instructor with reasonable notice of the dates of religious holidays on which he or she will be absent.

Communication: Office hour is 11am – 1pm, M-TH (TTH: in-person; MW: Zoom). The instructor will check email regularly and will typically respond to communications within 24 hours. However, any communication sent after 5 pm on Friday through Sunday may not receive a response from the professor until the following Monday.

Class Schedule

- Weekly announcement will be posted in Canvas.
- Each week, a student should read the chapter(s) of the textbook and class note scheduled below.
- Due for assignments are **Sunday** scheduled below via Canvas. Students can submit them to hchoo@bgsu.edu if Canvas has a technical difficulty. Those handed in late will be deducted 10% per day (including weekends) that they are late unless prior arrangement is made with the instructor.

Week 1.

Chapter 1

- Syllabus
- Introduction to Tourism, Hospitality & Event industry
- World's largest industry
- Career in tourism

Week 2.

Chapter 2. Tourism Marketing:

- 4Ps of Marketing
- Resume Due
- Tourist motivation
- Group activity: Hotels' Towel Reuse program

Week 3.

Chapter 2 & 3.

- Tourism Marketing
- Service Quality Model
- Marriott Brands and segmentation
- Online guest speaker: Renaissance Hotel, Toledo

Week 4.

Chapter 3. Service Quality Model

- Case Study: "Bad Hotel"
- Tourism Ad Analysis Due (Sunday)
- Online guest speaker: Hershey

Week 5.

Chapter 4. Distribution

- Shopping
- Online Travel Agencies (OTAs)
- Exam 1 review (Ch1 – Ch 4)
- Exam 1 (tentative) (Ch1 – Ch 4)

Week 6.

Chapter 6. Transportation

- Type of transportation
- Online guest speaker: Group sales (& Wedding) at Toledo Zoo

Week 7.

Chapter 7. Accommodation

- Hotel careers
- Hotel operating structure
- Hotel safety

Week 8.

Fall Break & Ch 7

Week 9.

Chapter 9: Attractions and Entertainment

- Group activity: Seasonality

Week 10.

Chapter 10. Destinations

- Strategic destination types
- Government related career
- Online guest speaker: Sandusky CVB

Week 11.

Chapter 11. Economic/Political Impacts of Tourism

- Exam 2 review (Ch 6 – Ch 11)
- Exam 2 (tentative) Ch 6-Ch 11

Week 12.

Chapter 12.

- Environmental Impacts of Tourism
- Negative environmental impact of tourism
- Ecotourism
- Socio-cultural Impacts of Tourism
- Cultural tourism products
- Case study: Chopstick?

Week 13:

Chapter 12.

Chapter 13.

- Sustainable Tourism

Week 14.

Chapter 14: Future of tourism

- Event Industry

Week 15.

- Travel Experience Presentation

Week 16 (Week of December 7th)

- Final