

JAMESTOWN COMMUNITY COLLEGE
State University of New York
Instructor Course Syllabus

Course Abbreviation & Number: BUS 1700
Course Title: Tourism & Hospitality

Course Instructor: Mrs. Rachel Castiglia
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Contact Information:
Phone: 716-934-2603
ext.2193

Office Location: High School Room 193
Office Hours: Period 2, 6, 9
Current Semester: Fall 2022

Course Description: Students will discover career options within the tourism and hospitality industries. Coverage includes industry pioneers and their contributions; the different forms of industry businesses including independent, chain, franchise, and e-commerce; the daily functions of lodging and food service; and the role of customer service within the industry.

Eligibility: ENG 1510 without supports or Corequisite: ENG 1510 with supports.

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Identify at least two current issues impacting the tourism and hospitality industry, including sustainability, and discuss how those issues might affect the student's career.
 2. Utilize a vocabulary of tourism and hospitality terms and abbreviations.
 3. Explain the elements that comprise the hospitality industry and its relationship to the overall tourism industry.
 4. Identify at least five important industry organization, their respective roles and membership.
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Topical Covered:

- Introduction to the world's largest industry
 - Marketing to the traveling public
 - Delivering quality tourism services
 - Bringing travelers and tourism service suppliers together
 - Capturing technology's competitive advantages
 - Transportation
 - Accommodations
 - Food & Beverage
 - Attractions & entertainment
 - Destinations
 - Economic and political impacts of tourism
 - Environmental and social/cultural impacts of tourism
 - Sustaining tourism's benefits
 - The future of tourism
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CLASSROOM PROCEDURES:

- Cell Phones – Must not be used during class! Will be taken away and given to Mr. Rice.
- Headphones – May be used in class for assignments.

Academic Integrity

Each student acknowledges that the work represented in all assignments and all examinations is his, her, or their own or is properly cited, and that he, she, or them has neither given nor received unauthorized information. Furthermore, each student agrees not

to divulge the contents of any assignment or examination to another student in any semester or to alter or impede the work or progress of another student.

- Book/Materials – Travel Institute – Travel Career Development, 11th edition
- Grading Policy
 - Classwork/Homework will count as 35% of your grade. Symbols may be used: + completed (100%), +/- partly completed (75%), / incomplete (50%), and 0 not done (0%). There is ample time to complete assignments in class; however, some assignments may need to be completed at home. IT IS YOUR RESPONSIBILITY TO MAKE UP MISSED WORK.
- Attendance Policy – Cannot miss more that ¼ of the total days
- Late Assignment Policy – Assignments can be turned in before the Unit Test for that chapter has been taken.
- BrightSpace Use Policy – this is not used for this course.

Letter Grade	Percentage	GPA
A	90%-100%	4.0
B	80%-89%	3.0
C	70%-79%	2.0
D	65%-69%	1.0
F	0%-64%	0.0