



# Broward Community College

## Course Outline

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STATUS:   A  

COMMON COURSE NUMBER:   HFT 1050  

COURSE TITLE:   Introduction to Tourism Industries Administration  

CREDIT HOURS:           3          

CONTACT HOURS BREAKDOWN:

Lecture/Discussion           48          

Lab   

Other   

Contact Hours/Week           3          

CATALOG COURSE DESCRIPTION:

Prerequisite:   None

Co requisite:   None

This course provides a survey of the history, organization, problems, opportunities and future trends in the areas which comprise the travel and tourism industries. Emphasis is placed on the economic benefits and social implications of tourism. This course is beneficial to the purchaser of tourism services as well as the marketer.

General Education Requirements - Associate of Arts Degree, meets Area(s):  
General Education Requirements - Associate in Science Degree, meets Area(s):

UNIT TITLES:

1. The Components of Tourism
2. The Economic and Social Impacts of Tourism
3. Tourist Destination Development
4. Travel Marketing Research

## **I. Course Overview:**

Upon successful completion of this course, the students should be able to identify the various segments of private sector and public sector activities which comprise the Tourism Industries and to describe their interconnections in bringing the tourism experience to the tourist.

## **II. Units:**

### **Unit 1. The Components of Tourism**

#### General Outcome:

- 1.0 The students should be able to identify the components of tourism.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 List the components of tourism.
- 1.2 Explain the interconnection of a given number of the components of tourism.

## Unit 2. The Economic and Social Impacts of Tourism

### General Outcome:

2.0 The students should be able to enumerate the basic reason for tourism's economic and social impacts.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

2.1 Delineate the economic advantages and disadvantages of tourism to a specific tourist destination.

2.2 Delineate the social advantages and disadvantages of tourism to a specific tourist destination.

### Unit 3. Tourist Destination Development

#### General Outcome:

- 3.0 The students should be able to list the attributes of successful tourist destinations.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Chart the development of a specific tourist destination according to developed criteria.
- 3.2 Pinpoint the developmental errors and make recommendations for changes in a case study of a faltering tourist destination.

## Unit 4. Travel Marketing Research

### General Outcome:

4.0 The students should be able to list the basic elements of a marketing research project as well as the major uses for such activities in information gathering.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 4.1 Create and implement a plan of travel marketing research meeting the given criteria for a specific tourist destination.
- 4.2 Recommend marketing research procedures designed to gain information vital to solving a specific problem at a selected tourist destination.

**Special Student Projects:**

Research project and class presentation on a selected tourist destination giving the economic and social advantages and disadvantages of tourism to that destination; outlining the tourist attraction to be found there; and defining the market for the destination.