

**KINGSBOROUGH COMMUNITY COLLEGE**  
**Department of Tourism and Hospitality**

**TAH 100 Introduction to Tourism and Hospitality Fall 2017**  
**Section 02/ CUNYfirst Class #4101 3 credits, 3 hours**

Class Schedule: Monday, Tuesday, Wednesday- 12:40PM – 1:40PM Room: V214  
Pre-requisite and Co-requisite- None

Prof. Rosemary Bufano

Office: V229E Hours: Tuesdays, 3:00PM – 6:15PM, Wednesday, 10:30-11:30am or  
by appointment

Email: [profbufano@yahoo.com](mailto:profbufano@yahoo.com)

**COURSE SYLLABUS**

**Textbook:** Tourism, The Business of Hospitality and Travel, 5<sup>th</sup> Edition (2014), by  
Cook, Roy A., Hsu, Cathy, Marqua, Joseph Publisher: Pearson

**Course Description:** “Overview of the many and varied organizations and agencies that make up the tourism and hospitality industry, their roles and interrelationships. Topics include transportation, lodging, restaurants, wholesale and retail operations, attractions, government owned parks and facilities, trade organizations, and governmental agencies.”

**Course Objectives:** After completion of this course, students should be able to:

1. Discuss, in detail, the major tourism/hospitality sectors/components.
2. Describe how the major tourism sectors/components affect each other
3. Evaluate the cruise experience as a hospitality function.
4. Recognize the importance of the meeting/event planning function in the tourism and hospitality industry.
5. List the components of the hospitality industry; classify accommodation types.
6. Understand the relevance of current events on the tourism/hospitality industry.
7. Be aware of career track specialization within the industry
8. Write, and present materials with clarity and confidence
9. Have knowledge for booking personal travel.

**Course Requirements**

- The textbook is required for weekly reading assignments
- Class attendance is mandatory as per Kingsborough policy (3 hours per week)
- Absence of 6 classes or more will result in one or more lower grade levels
- Students may be assigned an immediate grade of “WU” or “F” for violations of the attendance policy as outlined above.

- Two latenesses equal one absence; college policy states that students may be counted as absent if they arrive to class more than 15 minutes after the class start time.
- College policies do not stipulate "excused absences".
- Homework, projects, outside of class totaling 6 hours per week
- Full participation credit is earned by providing at least two substantive responses to questions posed to the class or two relative comments each week
- All students are required to submit a term paper and to make a presentation
- Assignments and projects are expected to be submitted on time
- Late assignments will be assigned a penalty grade; assignments submitted later than four days will not be accepted.
- Cheating on exams and plagiarism on any student assignment will be reported to the Dean of Students for appropriate action, as per the Kingsborough Community College rules. Review your student handbook for details.
- Professionalism and respect is the expected protocol during all class hours
- Unprofessional language will not be tolerated
- All cell phones are to be turned off during class and exams
- No hats or headgear can be worn in class unless of a religious nature

### **Weekly Course Schedule\***

<b>Week 1</b> Sept. 11 – 13	Course Overview Introduction to the tourism and hospitality industry
<b>Week 2</b> Sept. 18	Airline Industry/ Passenger Rights Fare structure/routs/GDS
<b>Week 3</b> Sept. 25-27	Deregulation Forecasts/Trends
<b>Week 4</b> October 2-4	Lodging Industry Overview
<b>Week 5</b> <b>October 8- College Closed – Columbus Day</b> October 10-11	Lodging Industry Structure
<b>Week 6</b> Oct. 16 - 18	Lodging Industry Trends- Careers Meeting Planning in the Tourism/Hospitality fields
<b>Week 7</b> Oct. 23-25	Cruise Industry Overview Meeting Planning Overview
<b>Week 8</b> Oct. 30-31 Nov. 1	Tourism and Hospitality Distribution Process Travel Agents, Consolidators, Tour Wholesalers

## **Weekly Course Schedule...continued**

<b>Week 9</b> Nov. 4 - 8	Attractions and Recreation National Parks
<b>Week 10</b> Nov. 13 – 15	Customer Service Motivation Models
<b>Week 11</b> Nov. 20 - 22	Food Service Overview Tourism's Economic Impact
<b>Week 12</b> Nov.27-29	Vacation Planning Bucket List
<b>Week 13</b> Dec. 4-6	End of Term Presentation

- *\*The topics/schedules are subject to change based on circumstances that may arise or change in the pace of class discussions*

### **Examination/Grading:**

Based on the aforementioned course requirements of engagements, your final grade is comprised on the following components totaling 100%:

Exams (Midterm/Final)	30%
Class Participation	10%
Writing Assignments	20%
Oral Presentation	15%
Term Paper	15%
Professionalism including:	10%

- Attending class and regularly on time
- Submitting assignment regularly and on time
- Adhering to the requirements and policies outlined in the syllabus
- Respectful attitude towards classmates and your professor

### **KCC Scoring:**

A = 90-100 points

B = 80-89 points

C = 70-79 points

D = 60-69 points

F = BELOW 60 points

## **CIVILITY IN THE CLASSROOM:**

Kingsborough Community College is committed to the highest standards of academic and ethical integrity, acknowledging that respect for self and other is the foundation of educational excellence.

Civility in the classroom and respect for the opinions of other is very important in an academic environment. It is likely you may not agree with everything which is said or discussed in the classroom, yet courteous behavior and responses are expected. Therefore, in this classroom, any acts of harassment and/or discrimination based on matter of race, gender, sexual orientation, religion, and/or ability are not acceptable.

Whether we are students, faculty, or staff, we have a right to be in a safe environment, free of disturbance, and civil in all aspects of human relations.

## **ACCESS-ABILITY CENTER (STUDENTS WITH DISABILITIES), ROOM D-205, EXT 5175**

Access-Ability Services (AAS) serves as a liaison and resource to the KCC community regarding disability issues, promotes equal access to all KCC programs and activities, and makes every reasonable effort to provide appropriate accommodations and assistance to students with disabilities. Specific assistance such as priority registration, tutoring, reserved parking, disability-related accommodations, individual counseling, adaptive computer equipment, special Biological Sciences Laboratory stations and other technological labs are available to students with disabilities. Your instructor will make the accommodations you need once you provide documentation from the Access-Ability office (D205). Please contact AAS for assistance.

## **TAPING OF CLASS LECTURES**

Students who need to tape class lectures due to a disability understand and agree that taping is to be used for their personal use only, and cannot be distributed without instructor consent.