**Purdue University Request for Addition, Expiration, or Revision of an Undergraduate Course**

**Department:** Consumer & Family Sciences  
**Effective Session:** Fall 2009

**Instructions:** Please check the items below which describe the purpose of this request.

- New course with supporting documents
- Add existing course offered at another campus
- Expiration of a course
- Change in course number
- Change in course title
- Change in course credit type
- Change in course attributes (department head signature only)
- Change in instructional hours
- Change in course description
- Change in course requisites
- Change in semesters offered (department head signature only)
- Transfer from one department to another

**Proposed:**

- Subject Abbreviation: HTM  
- Course Number: 371
- Long Title: Introduction to Tourism
- Short Title: Intro to Tour

**Existing:**

- Subject Abbreviation
- Course Number

**Terms Offered:**

- Check all that apply:
  - Summer
  - Fall
  - Spring

**Campus(es) Involved:**

- Calumet
- Cool Ed
- Ft. Wayne
- Indianapolis
- N. Central
- Tech Statewide
- W. Lafayette

**Credit Type:**

- Fixed Credit: 3 Cr. Hrs.
- Variable Credit Range: Minimum Cr. Hrs: 3
- Maximum Cr. Hrs: 0

**Course Attributes:**

- Pass/Not Pass Only
- Satisfactory/Unsatisfactory Only
- Repeatable
- Maximum Repeatable Credit
- Credit by Examination
- Special Credit
- Registration Approval Type
- Department
- Instructor
- Variable Title
- Honors
- Full Time Privilege
- Off-Campus Experience

**Course Description:**

Prerequisite: HTM 181 and HTM 203

**Signature:**

- Calumet Department Head: [Signature]
- Calumet School Dean: [Signature]
- Fort Wayne Department Head: [Signature]
- Fort Wayne School Dean: [Signature]
- Indianapolis Department Head: [Signature]
- Indianapolis School Dean: [Signature]
- North Central Department Head: [Signature]
- North Central Chancellor: [Signature]
- West Lafayette Department Head: [Signature]
- West Lafayette College/School Dean: [Signature]

**Office of the Registrar**
INDIANA-PURDUE UNIVERSITY FORT WAYNE
HTM 371 INTRODUCTION TO TOURISM
FALL 2008 COURSE OUTLINE

**Instructor:** June Juliana, MPA, CDME
**E-mail:** julienj@ipfw.edu
**Phone:** (260) 665-5386 (main office)
 (260) 624-3308 (residence)
 (260) 316-2283 (mobile- preferred method includes text messaging)
**Office:** Neff 330
Office hours are by appointment on Mondays only. Students are also invited to contact
the instructor by e-mail or phone if there are any questions or concerns.

**Blackboard:** This class will utilize Blackboard for reminders, updates and additional
class information. Please check Blackboard prior to class and print appropriate materials.

**Text and Readings:**
Cook, Roy A, Yale, Laura J and Marqua, Joseph J, Tourism: The Business of Travel,
The instructor will distribute any additional materials and/or place on Blackboard.

**Course Summary:**
This course will consider the history of tourism and the economic impact of tourism on a
local, regional, state and global level. It will also examine many areas of the hospitality
industry, including but not limited to air and ground travel, packaging, lodging,
marketing and social issues relating to the tourism industry. The instructor will
incorporate both lecture and participative activities to assess learning progress and create
a positive learning experience.

**Course Objectives:**
Understand the development of the tourism industry and its impact on society.
Define and understand the major components of the tourism industry.
Have a basic understanding of the economics of tourism and the economic impact of
tourism on host destinations.
Understand the importance of marketing in the competitive tourism industry.
Recognize some of the concerns of the hospitality and tourism industry.
Understand and recognize the challenges of marketing destinations.

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<thead>
<tr>
<th>Evaluation Items</th>
<th>Points</th>
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<tbody>
<tr>
<td>Test 1</td>
<td>150</td>
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<tr>
<td>Test 2</td>
<td>150</td>
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<tr>
<td>Test 3</td>
<td>150</td>
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<tr>
<td>Participation and attendance</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>500</strong></td>
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<tr>
<td>Grading Scale</td>
<td>Minimum points needed</td>
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<tr>
<td>100-90</td>
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<td>89-80</td>
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<td>69-60</td>
<td>D</td>
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<tr>
<td>Below 60</td>
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**Attendance:** Regular attendance is mandatory. Please e-mail me (julienj@ipfw.edu) if you will not be in class or text me (260-316-2283.) Participation points are deducted for unexcused and/or excessive absences. Please note absences lower your grade one full letter.

**Tests:** Tests will consist of a variety of measurement techniques. Questions on tests will be taken from the text, handouts, lectures and any other media used. The instructor will review for all tests. Tests will be administered commencing no later than 4:45 pm on the scheduled day. Any student arriving after the start of the test WILL NOT be allowed to take the test and will receive a zero. Any student who misses a test without prior notice and approval from the instructor WILL NOT be able to make up the test and will receive a zero.

**Make-up policy:** Make-up tests will only be given if instructor is notified of the need for such prior to the scheduled test day. Make-up tests must be taken within one week of the scheduled test, by arrangement, in the department office. Tests will not be given electronically.

**SCHEDULE OF CLASSES**

**August 25** -- Introduction to HTM 371, course outline.
Chapter 1 – Introducing the World’s Largest Industry – Tourism.

**September 8** – Chapter 2 – Marketing to the Traveling Public.

**September 15** – Chapter 3 – Delivering Quality Tourism Services.

**September 22** – Chapter 5 - Transportation

**September 29** – Test One. Covers chapters one through three and chapter five

**October 6** – Chapter 6 – Accommodations, Chapter 7 – Food and Beverage.

**October 20** – Chapter 8 – Attractions and Entertainment.

**October 27** – Chapter 9 – Destinations.
November 3 – Test 2. Covers chapters six through nine.

November 10 – Chapter 10 – Economic and Political Impacts of Tourism.

November 17 – Chapter 11 – Environmental and Social/Cultural Impacts of Tourism.

November 24 – Ecotourism. Instructor will provide materials.

December 1 – Chapter 12 - The Future of Tourism.

December 8 – Economics of Indiana Tourism. Instructor will provide materials.

December 17 WEDNESDAY – Test 3. Covers chapters 10 through 12 and all class material.