

Introduction to Tourism Services

Course Outcome Summary

Course Information

Organization	Madison Area Technical College
Developers	Jack Hart
Development Date	10/23/2000
Course Number	10-109-101
Instructional Level	Associate Degree
Potential Hours of Instruction	54
Total Credits	3

Description

Introduces new students to the broad spectrum of the leisure services industry. Typical career areas include food service, lodging, travel/tourism, and recreation. The course explores educational options and program career opportunities as well as historical and operational perspectives of the career areas mentioned.

Target Population

Students interested in Lodging, Food Service, Travel, Tourism Management, and Recreation careers.

Types of Instruction

Instruction Type	Contact Hours	Credits
Classroom Presentation	54	3
Conferences, Seminars, Institutes, Workshops		

Textbooks

John R. Walker. *Introduction to Hospitality*.

Exit Learning Outcomes

Core Abilities

- A. Communication
- B. Critical thinking
- C. Ethics
- D. Global and cultural perspectives
- E. Self-management
- F. Social interaction

Competencies

- A. **Explore the historical perspectives of tourism services**
Linked Core Abilities
Communication

Critical thinking

Ethics

Competence will be demonstrated:

A.1. on a written exam

Criteria - Performance will be satisfactory when:

A.1. you summarize the contributors to the evolution the Leisure Services field

A.2. you explain the changes in the concept of quality service in the Leisure Services industry

B. Explore careers in the travel and tourism segments

Linked Core Abilities

Communication

Critical thinking

Ethics

Global and cultural perspectives

Self-management

Social interaction

Competence will be demonstrated:

B.1. on a written exam

B.2. by submitting a reaction paper dealing with a current issue in the Travel and Tourism industry

Criteria - Performance will be satisfactory when:

B.1. you explore career options in the Travel and Tourism field

B.2. you summarize the skills required of a professional in the Travel and Tourism field

B.3. Reaction Paper includes a description of the current issue in the Travel and Tourism industry

B.4. Reaction Paper includes the your opinion of the current issue in the Travel and Tourism industry

C. Explore careers in the lodging segment

Linked Core Abilities

Communication

Critical thinking

Ethics

Global and cultural perspectives

Self-management

Social interaction

Competence will be demonstrated:

C.1. on a written exam

C.2. by submitting a reaction paper dealing with a current issue in the Lodging industry

Criteria - Performance will be satisfactory when:

C.1. you explore career options in the Lodging field

C.2. you summarize the skills required of a professional in the Lodging field

C.3. Reaction Paper includes description of the current issue in the Lodging industry

C.4. Reaction Paper includes the your opinion of the current issue in the Lodging industry

D. Explore careers in the food services segment

Linked Core Abilities

Communication
Critical thinking
Ethics
Global and cultural perspectives
Self-management
Social interaction

Competence will be demonstrated:

D.1. on a written exam
D.2. by submitting a reaction paper dealing with a current issue in the Food Service industry

Criteria - Performance will be satisfactory when:

D.1. you explore career options in the Food Service field
D.2. you summarize the skills required of a professional in the Food Service field
D.3. Reaction Paper includes description of the current issue in the Food Service industry
D.4. Reaction Paper includes the your opinion of the current issue in the Food Service industry

E. Explore careers in recreation segment

Linked Core Abilities

Communication
Critical thinking
Ethics
Global and cultural perspectives
Self-management
Social interaction

Competence will be demonstrated:

E.1. on a written exam
E.2. by submitting a reaction paper dealing with a current issue in the Recreation industry

Criteria - Performance will be satisfactory when:

E.1. you explore career options in the Recreation field
E.2. you summarize the skills required of a professional in the Recreation field
E.3. Reaction Paper includes description of the current issue in the Recreation industry
E.4. Reaction Paper includes the you's opinion of the current issue in the Recreation industry

F. Explore careers in the meetings management segment

Linked Core Abilities

Communication
Critical thinking
Ethics
Global and cultural perspectives
Self-management

Social interaction

Competence will be demonstrated:

F.1. on a written exam

F.2. by submitting a reaction paper dealing with a current issue in the Meetings industry

Criteria - Performance will be satisfactory when:

F.1. you explore career options in the Meetings field

F.2. you summarize the skills required of a professional in the Meetings field

F.3. Reaction Paper includes description of the current issue in the Meetings industry

F.4. Reaction Paper includes the your opinion of the current issue in the meetings industry