_____SOUTH SEATTLE COMMUNITY COLLEGE_____

<div align="right">Technical Education Division</div>

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COURSE OUTLINE
Thomas Mayburry
11/15/2007

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DEPARTMENT:	Professional Technical Education
CURRICULUM:	BAS/Hospitality Management
COURSE TITLE:	Diversity and Culture in Travel and Tourism
COURSE NUMBER:	HMG 314
TYPE OF COURSE:	Online
COURSE LENGTH:	1 quarter
CREDIT HOURS:	5
LECTURE HOURS:	55
LAB HOURS:	0
CLASS SIZE:	30
PREREQUISITES:	Students must be enrolled as BAS students in the Hospitality Management Program or approved by instructor.
COURSE DESCRIPTION:	Cultural principles and practices in domestic and international travel and tourism and the impact on hospitality businesses, emphasis on diversity.

STUDENT LEARNING OUTCOMES:

1. Personal Responsibility - Demonstrate the ability to be timely, responsible for tasks assigned as well as working independently, value one's own skills and abilities and value intellectual inquiry and ethical behavior. Be motivated in the pursuit of gaining more knowledge of the Hospitality Industry.
2. Human Relations - Use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values of peers, colleagues, and the Hospitality Industry overall. Students will have the opportunity to work in a group setting with peers of different ethnicity. Therefore, students will be required to interact in a professional manner at all times.
3. Critical Thinking and Problem Solving - This course requires students to critically analyze cost control functions and human resource management of the food and beverage industry.
4. Information Literacy - Access and evaluate information from a variety of resources, including research in the library, various website searches, reading textbooks, and

peer discussion. Students will be sharing their information through formal and informal class discussion and a formal presentation.

5. Communication - Read and listen actively to learn and communicate. Speak and write effectively for personal, academic, and career purposes. In this course, students will read assigned each assigned chapter, listen to demonstrations by the instructor, and communicate with peer information gathered by research.

6. Technology - Select and apply appropriate technology tools for personal, academic, and career tasks. Students in this course will utilize technology to view lectures, take tests, and submit assignments via Blackboard.

PROGRAM OUTCOMES ADDRESSED:

3. Describe a hospitality business philosophy.
4. Utilize computer technology.
9. Apply basic principles of management and leadership.
10. Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics.
11. Recognize diversity of cultural influences and values.

GENERAL COURSE OBJECTIVES:

After successfully completing this course the student will be able:

1. To gain an understanding of how tourism impacts local communities and the world community.
2. To gain a greater appreciation for other cultures.
3. To learn the essentials of how to deal with travelers from other countries, cultures and backgrounds.
4. To learn the essentials of how to manage and lead associates from diverse backgrounds.
5. To learn more about world geography.
6. To gain an understanding of how tourism contributes to the economy and impacts the culture and ecology of tourist areas.
7. To examine tourism as a business.
8. To examine the impact of travel and tourism on society.