

Course Itinerary Collaboration Series

HOSP 1803: A TASTE OF ITALY



This course is designed to expose students to everything that goes into the travel and tourism industry from the perspective of a traveler.

Topics will include the social and cultural effect of travel and tourism on the hotel and restaurant business. Special emphasis will be placed on the importance of tourism to the state of Arkansas, food tourism and sustainable tourism.

DEDE HAMM

Associate Professor of Hospitality Management, Northwest Arkansas Community College

- Course title:
HOSP 1803: A Taste of Italy
- Summer Semester 2014: 13-day study abroad to Italy, May 15 – May 27
- Credits: 3

COURSE CONTENT OUTLINE

1. Environmental, social and cultural impacts of tourism
2. Sustaining tourism's benefits
3. Marketing to the traveling public
4. Delivering quality tourism services
5. Bringing travelers and tourism service suppliers together and capturing technology's competitive advantage
6. Transportation
7. Accommodations
8. Food and beverage
9. Attractions and entertainment
10. Economic and political impacts of tourism and exploring the future of tourism

COURSE OBJECTIVES

Upon successful completion of the course, students will be able to:

1. Discuss the phenomenon of travel and tourism in modern society
2. Understand the various components of the tourism industry on a local, state, regional, national and international level
3. Develop an understanding of the many dimensions of the travel and tourism industry, i.e. air travel, rail travel, cruises, resorts and lodging, reservations and ticketing, and itineraries
4. Discuss the economic, environmental and social implications of tourism
5. Identify basic marketing principles relating to global tourism
6. Describe the relationship between the growth of the attractions and entertainment industries and travel
7. List challenges facing the tourism and travel industry, and possible solutions
8. Define and describe ecotourism and culinary tourism

SYLLABUS OVERVIEW



AT NORTHWEST ARKANSAS COMMUNITY COLLEGE

- Students to read *Tourism: The Business of Hospitality and Travel* and share what they learned while abroad
- Travel journals to be created for upcoming trip

IN ITALY May 19–27

- Visit to Piedmont Farm, where students learn the logistics of cheese making and pig farming
- Culinary-focused visit to Bologna University
- Lecture on sustainable farming and lunch at the Slow Food Association Restaurant
- Visit to a ham farm, where students learn how animals are sustainably raised
- Hands-on cooking class and discussion of the culinary industry in Italy

BACK ON CAMPUS June

- Students begin their class on campus informed by their experiences abroad
- Weekly online discussion board submissions about individual experiences while abroad, along with weekly quizzes
- Travel journals to be submitted
- Term projects to be completed, final exams to follow



ABOUT THE PROFESSOR

Dede Hamm is an Associate Professor of Hospitality Management, Northwest Arkansas Community College. The information above is an excerpt from her comprehensive syllabus.