

**Course Outline  
Spring 2016**

**College Catalog Description:**

**TAH 1900 – THE BUSINESS OF TOURISM & HOSPITALITY (3 crs. 3 hrs.)**

Survey of critical business competencies and applied technology strategies to manage, market, create and promote tourism and hospitality products and services. Relevant reports and documents are prepared by students through simulated activities. Entrepreneurial activities are placed in a Tourism and Hospitality context.

Pre/Corequisite: TAH 100

**This course will examine the various elements of a tourism-related business and focus on the skills and competencies needed for managers and employers to succeed in that area. Beginning with a several-week discussion of a tour operations firm, students will discuss the requirements of creating and marketing tours to independent and group travelers. These include negotiating with and developing and maintaining relationships with airlines, destination management organizations, hotels, food service and attractions. The National Park System will be discussed as major attractions. Students will also become familiar with technology-based companies such as Airbnb and Uber. In addition, students will learn the elements of a business plan, including business description, marketing plan, proposed clients, and funding sources. A focus of the course will be**

**Every student will be expected to participate every day. Students are responsible for listening to and responding to each other during class discussion. There is a requirement for civility during these discussions.**

**Final Project: students will develop a package tour of an area of the United States which will include an itinerary, negotiated prices with airlines, hotels and attractions, target market, marketing strategies and materials. Students will present their tours to the class in a PowerPoint presentation.**

### Ability Services (Students with Disabilities), Room D-205, ext. 5175

The goal of Access-Ability Services (AAS) is to ensure that KCC students with disabilities receive equal access to all KCC programs and services. AAS makes every reasonable effort to provide appropriate accommodations and assistance to students with disabilities including disability-related accommodations, assistive technology, individual counseling, and tutoring. AAS also serves as a liaison and resource for KCC students, faculty and staff regarding disability issues. In addition, AAS counselors help students with disabilities develop the necessary skills to become effective self-advocates and productive, contributing members of the student body. Students with disabilities who require accommodations are asked to contact AAS to complete an Application for Academic Accommodations.

### Questions:

If you have any questions, please make an appointment to meet with Dr. Graziano:

- Office: V229L
- Office phone: 718 368-5143
- E-mail: [richard.graziano@kbcc.cuny.edu](mailto:richard.graziano@kbcc.cuny.edu)
- Office hours: By appointment

### Departmental Mission Statement

The Department of Tourism and Hospitality at Kingsborough Community College is dedicated to preparing students for careers and further study in the rapidly evolving tourism and hospitality industry. By encouraging active learning, we provide the opportunity for students to accumulate the knowledge and skills that are necessary for success in the industry. We also seek to empower students as life-long learners by encouraging them to develop portable skills and competencies in research, critical thinking, communication, technology and an understanding of the world. To that end, we employ a multidisciplinary, student-centered approach that combines both academic and applied components. Ultimately, we serve as a network as well as a resource for industry, offering students and alumni information and contacts to enhance their professional development.

The Department of Tourism and Hospitality is committed to develop and continuously revise learning outcomes for the program and all its courses. Learning outcomes, measurement and evaluative tools are developed, and revised based on the knowledge and experience of the faculty and as reflective of the state of and changes in the industry to which we send our students. We are committed to the process on an ongoing basis. We believe that data collected and resulting evaluation should be used to assess the program and make alterations as needed.

### Learning Objectives for TAH 19:

- Demonstrate a current knowledge of products and services offered by various segments of the tourism/hospitality industry.
- Demonstrate a knowledge of tour operations.
- Conduct negotiations with potential suppliers.
- Read and comprehend current articles related to the business of tourism.
- Identify and understand vocabulary used throughout the tourism industry.
- Become familiar with the elements of a business plan.
- Demonstrate an understanding of the National Park System
- Define and evaluate the importance of service in business.
- Identify issues, such as economic, political, terrorism, etc. that affect the business of Tourism.