

# Northern Marianas College

## CURRICULUM ACTION REQUEST

**Course:** TS101 Introduction to Travel and Tourism

**Effective Semester / Session:** Spring 2026

**Type of Action:**

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

**Course Alpha and Number:** TS101

**Course Title:** Introduction to Travel and Tourism

**Reason for initiating, revising, or canceling:**

To update the course to reflect changes to course textbook, course outline, instructional goals and student learning outcomes to align with the current developments in the travel and tourism industry.

Yunzi Zhang



11/7/2025

**Proposer**

**Date**

Barbara C. Hunter

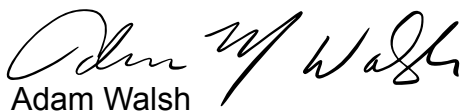
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07/11/25

**Academic Unit Head**

**Date**

Adam Walsh



10.28.25

**Language & Format Review Specialist**

**Date**

Yunzi Zhang



07/11/25

**Academic Council Chair**

**Date**

Lorraine C. Maui

*Lorraine C. Maui*

07/11/25

**Dean of Academic Programs & Services**

**Date**

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## Course Guide

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**Course:** TS101 Introduction to Travel and Tourism

### 1. Department

School of Business

### 2. Purpose

The course is to equip students with the knowledge and skills necessary to navigate the complexities of the tourism industry. It provides students with a thorough understanding of the tourism sector's structure, including its various components such as hospitality, travel services, and destination marketing. It encourages students to analyze case studies and real-world scenarios, developing critical thinking and problem-solving skills applicable to various challenges within the industry. The course fosters an appreciation for diverse cultures and global perspectives, enhancing students' ability to engage with diverse stakeholders in the local, regional, and global tourism economies.

### 3. Description

#### A. Required/Recommended Textbook(s) and Related Materials

Required:

Van Harsseel, J., Jackson, R. & Hudman, L. (2014). National Geographic Learning's Visual Geography of Travel and Tourism. Cengage Learning.

Cook, R., Hsul, C. & Taylor, L. (2025). Tourism: The Business of Hospitality and Travel. Most Recent Edition. Pearson.

*Other book chapters, scholarly papers and trade publications will be assigned throughout the course by the instructor.*

Recommended:

Slocum, S., Aidoo, A. & McMahon, K. (2020). *The Business of Sustainable Tourism Development and Management*. Routledge.

Page, S. (2025). *Tourism Management*. 7<sup>th</sup> Edition. Routledge.

#### B. Contact Hours

1. **Lecture:** 3 per week / 45 per semester
2. **Lab:** None
3. **Other:** None

#### C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

**Course:** TS101 Introduction to Travel and Tourism

**D. Catalog Course Description**

This course offers a comprehensive overview of the tourism industry, exploring its historical development, cultural significance, and economic impact. Students will engage with key concepts such as the dynamics of travel behavior, destination management, and the role of tourism in globalization. Key topics will address the evolution of tourism and travel trends, types of tourism, the impact of tourism on local communities and environments, tourism marketing and promotion strategies, the role of technology and social media in shaping contemporary travel experiences. Prerequisite: EN085 or placement into EN095. (Offered Fall).

**E. Degree or Certificate Requirements Met by Course**

This course is a requirement for the A.A.S. in Hospitality Management and In the Certificate of Completion in Hospitality Operations.

**F. Course Activities and Design**

The course incorporates short lecture, discussion, reading assignments, small group activities, guest speakers, videos, oral presentations, field trips, and other related instructional activities.

**4. Course Prerequisite(s); Concurrent Course Enrollment**

Prerequisites: EN085 or placement into EN095

Concurrent Course Enrollment: None

**Required English/Mathematics Proficiency Level(s)**

English Placement Level: EN095

Mathematics Placement Level: None

**5. Estimated Cost of Course; Instructional Resources Needed**

Cost to the Student: Tuition for a 3-credit course, instructional materials fee, and the cost of the textbook.

Cost to the College: Instructor's salary.

Needed instructional resources required for this course include: white board and markers, multimedia projector and screen, access to scholarly articles in tourism research.

**6. Method of Evaluation**

Student learning will be evaluated based on group activities, homework assignments, midterm and final exams. NMC's grading and attendance policies will be followed.

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### 7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Introduction to Tourism
  - 1.1 Overview of tourism history
  - 1.2. Components of tourism industry and management
  - 1.3 The economic importance of tourism
  - 1.4 Career opportunities available in the tourism industry
  
- 2.0 Tourism Organizations, Governance, & Policy
  - 2.1 International, regional, national, and local organizations
  - 2.2 Tourism planning and policy-making
  - 2.3 Public and private sector engagement
  - 2.4 Tourism and peacemaking
  
- 3.0 Social Sciences Perspectives on Tourism
  - 3.1 Trends in travel motivation research
  - 3.2 Geography and tourism places
  - 3.3 The influence of tourism on economy, culture, society, and environment
  
- 4.0 Hospitality & Related Services
  - 4.1 The lodging industry
  - 4.2 The food service industry
  - 4.3 Current trends in resorts and timeshares
  - 4.4 The importance of the MICE industry
  
- 5.0 The Travel Distribution Process
  - 5.1 Global distribution systems of travel
  - 5.2 The role of travel agents
  - 5.3 The growing impact of online travel agents
  
- 6.0 Attractions, Entertainment, & Recreation
  - 6.1 Attractions and theme parks
  - 6.2 The gaming industry
  - 6.3 Public and commercial recreational facilities
  - 6.4 Entertainment, festivals, and events
  
- 7.0 Asia-Pacific Tourism Systems
  - 7.1 East Asian Travel and tourism development
  - 7.2 Oceania and south Pacific tourism development
  - 7.3 Southeast Asia / ASEAN travel and tourism
  - 7.4 Political and social forces in Asia-Pacific tourism

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- 8.0 Survey of World Tourism Landscapes
  - 8.1 Tourism and travel development in North America
  - 8.2 Tourism and travel development in Central and Latin America
  - 8.3 Tourism and travel development in the Middle East
  - 8.4 Tourism and travel development in Africa
  - 8.5 Tourism and travel development in Europe
  
- 9.0 Tourism & Climate Change
  - 9.1 Residence approaches in tourism
  - 9.2 Sustainable development frameworks for tourism economy
  - 9.3 Tourism for UN sustainable development goals
  
- 10.0 Essentials of Tourism Research & Marketing
  - 10.1 Role and scope of travel research
  - 10.2 The travel research process
  - 10.3 Tourism marketing mix
  - 10.4 Tourism marketing concepts and strategies

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**8. Instructional Goals**

The course will introduce students to:

- 1.0 The history and development of the travel and tourism industry;
- 2.0 The various components of the travel and tourism system;
- 3.0 The current trends and challenges in the tourism industry, in relation to climate change and technology advancement;
- 4.0 Cultural diversity and inclusion factors that influence tourism planning, design, and policy-making;
- 5.0 Critical approaches to evaluate tourism policies, practices, and their implications for various stakeholders;
- 6.0 The quantitative tools and mechanisms to analyze tourism performance data;
- 7.0 The creative and grassroots efforts in tourism development approaches for underrepresented communities; and
- 8.0 The challenges and concerns of travel and tourism development in the CNMI and the United States.

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**9. Student Learning Outcomes**

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

- 1.0 Analyze the applications of various models and approaches in diverse tourism sectors;
- 2.0 Evaluate the impact and implication of tourism for the local, regional and global economic, environmental, socio-political and cultural forces;
- 3.0 Explain the current issues in the tourism industry and their implications for workforce development, destination management, climate change and socio-economic resilience of a community;
- 4.0 Assess the influence of tourism development for disadvantaged and/or indigenous communities in relation to poverty reduction, cultural preservation, and well-being; and
- 5.0 Explain the scope of tourism and travel research and its vital role for tourism planning and development in various geographic markets.

**10. Assessment Measures of Student Learning Outcomes**

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Group Discussions;
- 2.0 Homework Assignments;
- 3.0 Examinations;
- 4.0 Research Projects; and
- 5.0 Group Projects.