

TRAV 2221 - TRAVEL AND TOURISM (3 credits)

World Cultures and International Tourism Issues

A study of the impact of international cultural differences on the travel, tourism and meetings industries. Includes business ethics, protocols, values, social customs, cultural taboos, and accepted standards of behavior chosen from countries with which the United States presently has travel agreements. Also covers current global problems and international issues related to travel, tourism and meeting planning.

Upon successful completion of the course the student should be able to do the following:

1. Identify and explain major cultural differences in world communities.
2. Design strategies for improving personal performance in worldwide business situations.
3. Design practical guidelines for international travel experiences.
4. Identify appropriate attire and protocols for business and social meetings in a variety of international destinations.
5. Interpret information sources for international cultural differences.
6. Identify and differentiate among government organizations responsible for international travel, tourism and meetings industry concerns.
7. Describe the impact of tourism on societies.
8. Identify world tourism and travel organizations/associations and their functions.
9. Review airline policies and regulations with regard to the international travel, tourism and meeting industries.
10. Assess strategies for negotiating with public and private travel, tourism, and meeting planning organizations.
11. Examine safety concerns and security issues for today's international Travelers.
12. Explain current events which cause an impact on the international travel, tourism and meetings industries.
13. Define the travel agents' role in handling the needs of travelers for international travel.

Topical Outline:

1. Cultural stereotypes and differences around the world
2. Information sources on international cultural differences
3. Cross-cultural skills
4. Cultural adjustment requirements for successful international travel and business activities
5. Social, business etiquette, protocols, and cultural impacts on international travel
6. World currency fluctuations, infrastructure and transportation, and hours of business
7. Airline and governmental tourism policies and regulations
8. Impacts of tourism on the environment
9. Destination characteristics and patterns
10. Tourist safety and security concerns
11. Deterrents to travel
12. Future travel destinations
13. International travel patterns and current popular destinations