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Online Instructor's Manual
for

Tourism:
The Business of Hospitality and Travel

Sixth Edition

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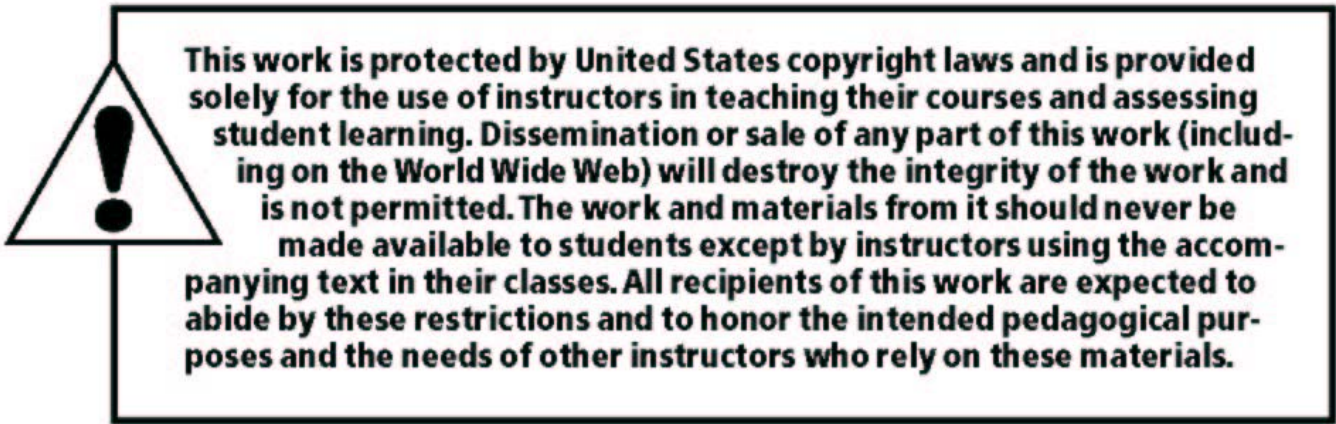
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TABLE OF CONTENTS

TO THE INSTRUCTOR

SAMPLE SYLLABI

ANNOTATED TEXT OUTLINE WITH SUGGESTIONS FOR INSTRUCTOR

CHAPTER-BY-CHAPTER LIST OF UPDATES

CHAPTER 1	INTRODUCING THE WORLD’S LARGEST INDUSTRY, TOURISM
CHAPTER 2	MARKETING TO THE TRAVELING PUBLIC
CHAPTER 3	DELIVERING QUALITY TOURISM SERVICES
CHAPTER 4	BRINGING TRAVELERS AND TOURISM SERVICE SUPPLIERS TOGETHER
CHAPTER 5	CAPTURING TECHNOLOGY’S COMPETITIVE ADVANTAGES
CHAPTER 6	TRANSPORTATION
CHAPTER 7	ACCOMMODATIONS
CHAPTER 8	FOOD AND BEVERAGE
CHAPTER 9	ATTRACTIONS AND ENTERTAINMENT
CHAPTER 10	DESTINATIONS
CHAPTER 11	ECONOMIC AND POLITICAL IMPACTS OF TOURISM
CHAPTER 12	ENVIRONMENTAL AND SOCIAL/CULTURAL IMPACTS OF TOURISM
CHAPTER 13	SUSTAINING TOURISM’S BENEFITS
CHAPTER 14	THE FUTURE OF TOURISM

To the Instructor

We set out to write a book that would be as interesting and multifaceted as the tourism field itself. With that in mind, we designed the Instructor's Manual for the sixth edition of *Tourism: The Business of Hospitality and Travel* so that it can be tailored to suit a variety of needs. The various text features and teaching supplements will allow you to develop the course to fit your style to successfully deliver the content in a way that engages and inspires students.

The sixth edition of *Tourism: The Business of Hospitality and Travel* includes a variety of features to support student engagement and understanding and to allow instructors the greatest flexibility in teaching their courses.

- Every chapter opens with learning objectives and a detailed outline.
- Every chapter features an engaging opening vignette that illustrates a major component of the chapter and then is mentioned again within the chapter pages.
- All chapters include ethical/critical-thinking dilemmas (termed “You Decide”) that are useful in generating class discussion and encouraging students to practice critical-thinking skills. Each “You Decide” is written to be especially relevant to the chapter in which it appears.
- Every chapter includes tables and figures that will help students understand the more abstract concepts and theories presented.
- For Your Information (FYI) boxed items are sprinkled throughout the chapters. These items serve as examples of chapter concepts and provide helpful travel tips or useful business information.
- Every chapter includes “Tourism in Action” topics that provide students with in-depth industry examples.
- Discussion questions at the end of every chapter are based on the learning objectives and are intended to help students retain and deepen their understanding of text material.
- The “Applying the Concepts” section within each chapter offers professors and students a variety of thought-provoking topics to explore or to use as a blueprint for applying newly acquired knowledge.
- Key terms are listed at the end of each chapter and a full glossary is placed at the end of the book.
- Integrative cases follow each major section of the textbook, offering the instructor supplemental material and examples for student discussion.

Additionally, the Instructor's Manual includes suggested 10 and 16 week syllabi that can be adapted for use with this textbook. Please feel free to edit and modify to meet the needs of your course.

Sample Syllabus- Tourism: The Business of Hospitality and Travel 6th Ed.**COURSE INFORMATION**

Course Name:
Section Number:
Credit Hours:
Meeting Days & Times:
Location:

PROFESSOR INFORMATION

Name:
Office Location:
Telephone Number:
E-mail address:
Office hours:

COURSE DESCRIPTION:

An introductory course covering the international scope of the tourism industry through the business lens. Students will be introduced to the traveling public, tourism promoters, tourism service suppliers, and tourism's external environment. Specific attention is focused on challenges within tourism marketing, tourism intermediaries, tourism technology, transportation, accommodations, food and beverage, attractions and entertainment, destinations, and sustainability.

REQUIRED TEXT

Cook, R. A., Hsu, C. H. C., & Taylor, L. L. (2018). *Tourism: The Business of Hospitality and Travel, 6th ed.*. Pearson Publishing.

COURSE LEARNING OBJECTIVES

1. Students will understand the principles of modern business and organizational practices in the fields of Tourism and Hospitality.
2. Students will demonstrate critical thinking through the application of analytical tools and techniques for problem solving and decision making in the fields of Tourism and Hospitality.
3. Students will be able to communicate and interact effectively with groups necessary for a career in the fields of Tourism and Hospitality.
4. Students will be able to articulate the skills required and career options available in the dynamic and complex fields of Tourism and Hospitality.

COURSE POLICIES

- If the professor is more than 15 minutes late, class is cancelled.
- Cell phones, tablets, laptops, and all other technology must be put away for the duration of the class unless there is an approved time for tasks that are relevant to the class (such as checkpoint days).
- If you are distracting class with inappropriate comments or behavior, you may be asked to leave and you may not receive full credit for attendance that day.
- Students are expected to address all communication to the professor and fellow students in a respectful and professional manner.

ACCOMMODATIONS FOR DISABILITIES

All students with a documented disability will receive reasonable academic accommodations. Please contact the Disability Services Office for an appointment as soon as possible.

ACADEMIC HONESTY

Any instance of academic dishonesty will be handled following the process as listed in the university policy.

COURSE REQUIREMENTS

- Attendance 20%
- Reading Quizzes 20%
- Assignments 20%
- Destination Management Presentation/Report 20%
- Final Exam 20%

GRADING POLICY: Your semester grade will be determined as follows:

Grade	Percentage
A	92-100%
A-	90-91%
B+	88-89%
B	82-87%
B-	80-81%
C+	78-79%
C	72-77%
C-	70-71%
D+	68-69%
D	62-67%
D-	60-61%
F	0-59%

TEN WEEK COURSE SCHEDULE:

WEEK	TOPIC	QUIZ	ASSIGNMENT
Week 1	Introducing Tourism and Tourism Marketing	Chapter 1	Destination Characteristics
Week 2	Tourism Marketing and Services	Chapter 2 and 3	Target Market Profile
Week 3	Tourism Suppliers	Chapter 4	Identification of Destination Intermediaries
Week 4	Tourism Technology and Transportation	Chapter 5 and 6	Destination Transportation
Week 5	Accommodations and Food and Beverage	Chapter 7 and 8	Hotel and Restaurant Reviews
Week 6	Attractions and Entertainment and Destinations	Chapter 9 and 10	Attraction Recommendation
Week 7	Tourism Impacts	Chapter 11 and 12	Evaluation of Profit, Planet, and People
Week 8	Sustainable Tourism	Chapter 13	Destination Sustainability
Week 9	Tourism's Future	Chapter 14	Destination Recommendations
Week 10	Destination Presentations		Presentation/Report and Peer Evaluation
Final Exam			

SIXTEEN WEEK COURSE SCHEDULE:

WEEK	TOPIC	QUIZ	ASSIGNMENT
Week 1	Review Syllabus		
Week 2	Introducing Tourism	Chapter 1	Destination Characteristics
Week 3	Tourism Marketing	Chapter 2	Target Market Profile
Week 4	Tourism Services	Chapter 3	Quality Dimensions Analysis
Week 5	Tourism Suppliers	Chapter 4	Identification of Destination Intermediaries
Week 6	Tourism Technology	Chapter 5	Presentation/Report Checkpoint 1
Week 7	Transportation	Chapter 6	Destination Transportation
Week 8	Accommodations	Chapter 7	Destination Accommodations
Week 9	Food and Beverage	Chapter 8	Destination Food and Beverage
Week 10	Attractions and Entertainment	Chapter 9	Destination Attractions
Week 11	Destinations	Chapter 10	Presentation/Report Checkpoint 2
Week 12	Economic and Political Impacts	Chapter 11	Evaluation of Profit
Week 13	Environmental and Social/ Cultural Impacts	Chapter 12	Evaluation of Planet and People
Week 14	Sustainable Tourism	Chapter 13	Destination Sustainability
Week 15	Tourism's Future	Chapter 14	Destination Recommendations
Week 16	Destination Presentations		Presentation/Report and Peer Evaluation
Final Exam			

ANNOTATED TEXT OUTLINE WITH SUGGESTIONS FOR INSTRUCTOR**Chapter One Outline****Introducing the World's Largest Industry, Tourism**

- i. Quote: Mark Twain
- ii. Chapter Opener: Could a Career in Tourism Be in Your Future?
- I. Introduction
 - A. Tourism is the business of travel
 - B. Multi-faceted industry composed of many components
- II. Services and Tourism
 - A. Growth rate of services sector faster than any other
 - B. Tourism a truly worldwide
 - C. Tourism has increased steadily over the past 50 years
- III. What is Tourism?
 - A. Definition: "Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs"
 - B. Tourism and the Blind Men and the Elephant: Diverse and difficult to describe
 - C. WTTC and the UNWTO have spearheaded efforts to highlight the breadth and economic impact of tourism
 - D. Data can be collected and analyzed for each of the industry subgroupings through tourism satellite accounts
 - E. Tourism is equivalent to the "visitor-service industry"
- IV. A Tourism Model
 - A. Figure 1.2. Model highlights the important participants and forces that shape tourism
 - B. Dynamic and interrelated nature of tourism
 - C. The traveling public (tourists) are the focal point (heart) of the model
 - D. Tourism promoters link the traveling public with the suppliers of services
 - 1. Travel agents
 - 2. Tour wholesalers
 - 3. Promotion agencies such as state tourist boards
 - E. Tourism suppliers provide the services that tourists need when they travel
 - 1. Transportation suppliers
 - 2. Lodging suppliers
 - 3. Food and beverage suppliers
 - 4. Attractions and entertainment

5. Destinations
- F. External forces affect all participants in tourism; tourists, promoters and suppliers
 1. Social/Cultural
 2. Economic
 3. Political
 4. Environmental
 5. Technological

(Teaching Hint. Use the Tourism Model to illustrate the organization of the students' textbook.)

V. The History of Tourism

- A. Early travelers migrated for food and hunting
- B. Phoenicians, Mayans, early Chinese traveled for trade and military control
- C. The Empire Era
 1. Egyptians, Greeks, and Romans
 2. Traveled for government, commercial, educational, and religious purposes
 3. Necessity of long-distance travel to control vast land areas
 4. Affluence of sizable percent of empires' citizens
 5. Demand for travel services, lodging, food, etc.
 4. Greeks
 - a. Use of common language and currency
 - b. City states became attractions in themselves; shopping, sports centers
 7. Romans
 - a. Large middle and upper class that could afford leisure travel
 - b. Developed road systems, water systems, system of inns, and liverys
 - c. Latin as additional common language
 - d. Common legal system and protection
 8. These empires started the necessities that encourage travel
 - a. Affluent population with time and money to travel
 - b. Safe and easy travel
 - c. Widely accepted currencies
 - d. Widely used languages
 - e. Legal system which protects personal safety
- D. The Middle Ages (5th to 14th centuries) and the Renaissance Era (14th to 16th centuries)
 5. Decline of Roman Empire ushered in era called the Middle Ages
 - a. Feudal system developed from the fragmentation of governments
 - b. Transportation and safety declined
 - c. Less acceptance of currencies and less knowledge of common languages
 - d. Some travel by crusaders to the Holy Land
 - e. Marco Polo's historic travels in late 13th century
 6. Development of merchant class gave rise to Renaissance Era
 - a. Kings and queens began to gather larger areas of land

- b. Increased interest in travel for commerce and pleasure
- E. The Grand Tour Era (1613 to 1785 A.D.)
 - 1. Trend of luxurious travel started by wealthy English
 - 2. Developed as status symbol and spread throughout Europe
 - 3. Goal was to experience the “civilized world” and study the arts and sciences
 - 4. These travels often lasted for several years
 - 5. Industrial Revolution (c. 1750 A.D.) changed economic and social structures
 - 6. Nations moved from agricultural to industrial economies
 - 7. Development of more efficient forms of transportation
 - 8. Growth in travel for business reasons
- F. The Mobility Era (1800 to 1944)
 - 1. Growing economic prosperity
 - 2. Increase in systems, modes, and speed of travel (roads, railroads, steamships)
 - 3. Thomas Cook developed tour packages for mass travel
 - 4. Invention of automobile and airplane expanded freedom to travel
- G. The Modern Era (1945 to present)
 - 1. Paid vacations introduced in the early 1900s made leisure travel possible for working and middle classes
 - 2. Millions were introduced to international travel during World War II
 - 3. Postwar prosperity made mass ownership of automobile possible
 - 4. Advent of jet travel shortened travel time
 - 5. Credit cards made purchasing power “mobile” and safer
 - 6. Time, money, safety, and interest in travel led to unparalleled growth of tourism
 - 7. Development of mass tourism
 - a. Organization mass tourists: Buy packaged tours and follow itinerary
 - b. Individual mass tourists: Visit popular attractions and patronize tourism services promoted through mass media
 - 8. 21st Century has seen widespread use of Internet, introduction of Euro, travel to and from previously closed countries, .e.g., China
 - 9. Problems also loom: Terrorism, fuel prices

VI. Bringing Tourism into Focus

- A. Typical reasons for travel
 - 1. Vacation and leisure trips
 - 2. Visits to friends and relatives (VFR)
 - 3. Business and professional trips
- B. Host community is affected by tourism
- C. Can study tourism from a variety of perspectives; anthropology, sociology, etc.
- D. Wide variety of questions relating to tourism need to be answered
- E. Technology having unprecedented affect on tourism industry

VII. Geography Describes the Traveler’s World

- A. Geographic knowledge is important for all tourism professionals

- B. Knowledge of geography helps to meet travelers' needs
- C. Maps
 - 1. Maps show you where you are and how to get to where you want to be
 - 2. The most accurate map of the world is a globe
 - 3. The most common representations of the globe are Mercator , *Goode's* Homolosine, Mercator, and Robinson projections
- D. Reading Maps
 - 1. Reading maps requires an understanding of basic cartography notations
 - 2. Every map has several things in common: latitude and longitude
- E. Indexes and Locators
 - 1. Specific map locations are identified through the use of two index points
 - 2. Specific points of interest may only be identified by letters or numbers
 - 3. Maps have locator information
- F. Scales
 - 1. Maps are replicas of reality
 - 2. Everything shown on a map must be proportional which requires a map scale
 - 3. Legends
 - 4. Symbols or icons are often used on maps to indicate points of interest, services, and attractions
 - 5. Legends save space and draw attention key features
- G. Physical geography: Study of natural features of region
 - 1. Landforms and Vegetation
 - a. Landforms refer to the surface features of the earth
 - b. Relief maps provide clues to the many different types of landforms
 - 2. Water
 - a. Most of the world (over 70%) is covered by water, and most of this water is salt water
 - b. Oceans, seas, gulfs, lakes, and rivers.
 - c. Water transportation was the first means of moving large numbers of people and cargoes
 - d. Water currents can have dramatic impacts on land temperatures and the amount of moisture that falls
 - 3. Climate and Seasons
 - a. Travel and tourism professionals should be able to describe general weather patterns for any location at any time of the year
 - b. Location, combined with season, will dictate long-term weather patterns
 - c. The world is divided into five basic climatic zones which are based on distance from the equator, 0° latitude
- H. Human geography: Study of a region's cultures and peoples
 - 1. Importance of language, religion, politics, and economics to travel to an area
 - 2. International travel is encouraged or discouraged by similarities and differences
- I. Regional geography: Combination of physical and human geography
 - 1. Combination often makes one region more attractive than another

2. Tourism is a regional activity, travel to area and explore that region

(Teaching Hint. Students can be placed into small groups/pairs and assigned a geographic destination. They then develop a thumbnail sketch of key physical and human geographic characteristics. This exercise can be done through library resources or through various Web sites, such as www.travelweb.com or www.expedia.com.)

VIII. Studying Tourism from Business Perspectives

A. Marketing

1. Marketing Concept: Organizational philosophy centered on understanding and meeting the needs of customers
2. Production orientation and sales orientation inferior to customer orientation
3. Marketing Mix (the 4 Ps) - Product, Price, Place, and Promotion
 - a. Product is the good or service offered to consumers
 - b. Price is the value that must be given up to obtain the product
 - c. Place includes the location and activities required to make the product available to the consumer
 - d. Promotion is the activities undertaken to communicate the availability and benefits of a product
4. Market Segmentation: Process of grouping consumers into segments characterized by common traits and needs

B. Management

1. The planning, organizing, directing, and controlling of present and future actions to accomplish organizational goals
2. The common thread that holds an organization together and moves all its members in the same direction

C. Finance

1. How organizations manage revenues and expenses
2. Business is an organization operated with the objective of making profits
3. Profits are revenues in excess of expenses and used as a measure of performance
4. Not-for-profit organizations also need to track their revenues and expenses
5. Accounting is the common language of business
 - a. Used to record the financial activities of an organization.
 - b. Managers and others use accounting information to make better decisions
 - c. Accounting cycle involves analyzing, recording, classifying, summarizing, and reporting financial data
6. Three primary building blocks to measure financial success
 - a. Margin: Amount of a sales dollar remaining after operating expenses
 - b. Turnover: Number of times a dollar of assets has been used to produce a dollar of sales
 - c. Leverage: Extent to which borrowed funds are used
7. Return on Investment (ROI): A measure of the profitability of an organization