



Intro to Leisure & Tourism (LITM 201)
3 semester credit hours

Instructor of record: Dr. Kimberly Hollister

Teaching instructors: Professors Donoghue, Freedman, Jensen, Mattia, Monacelli, Moskovitz, Omara, Saladino, Santos and Wang.

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Course Description:

This course introduces students to the diversified businesses that comprise the leisure and tourism industries, including destination resorts, cruise ships, theme parks, hotels, restaurants and event planning. Through a combination of lectures, class exercises, and field experiences, students will be exposed to the many facets of this exciting industry. They will also apply the knowledge they learn in the classroom to analyze popular tourism attractions. Furthermore, the depth of understanding of leisure and tourism that students will develop in this course will provide a strong foundation for their internship in the world's #1 company in the industry: the Walt Disney Company.

The secondary course goal is to provide international students with an overview of U.S. culture, values and customs in order to ease their transition into their work and living environment. Additionally, a lecture on business career will provide context for students' upcoming internships.

Course Objectives:

At the completion of this course, students will be able to:

- Understand the unique characteristics of this industry and develop an appreciation of how those differences impact product and service delivery.
- Learn about the key industry sectors in this industry: their characteristics, business requirements, market appeal.
- Learn market segmentation techniques that are appropriate for this industry.
- Learn to critically evaluate tourism destinations from a market perspective, and make recommendations on how they can be improved.
- Provide an in-depth look at some popular trends in tourism and leisure products and services: meeting management & conferences, theme parks, resorts, cruises.

Course Topics

Introductions to Leisure and Tourism
Event, Meeting, and Conference Management
U.S. Hotel and Lodging Industry
Career Success Fundamentals
Understanding American Customs
& Cultures, and Values
Sports Marketing in America

Leisure and Tourism
Restaurant and Food Service Industry
Retail Merchandising
Amusement Parks and Theme Parks
The American Perspective
American Job Market
Academic Connections

Field Experiences (subject to availability)

5 th Avenue	National Museum of the American Indian
Battery Park & South Street Seaport	NY Knicks N.B.A. Game
Broadway Theatre	Rockefeller Center/ Top of the Rock
Brooklyn Bridge	Spirit Cruise
Central Park	Statue of Liberty
Chinatown/ Little Italy	Times Square
Financial District (Wall Street)	Trinity Church
United Nations	West Point
Metropolitan Museum of Art	Woodbury Commons

Course Assignments and Grades:

Your grade will be based on the following assessments:

1. An exam will be given on the last class day in NJ. It will be an “open notes” exam and the questions will be based on the lecture material and the field trips. **The exam is worth 40% of the course grade.**
2. The group project – includes presentation, design project, written evaluation and comparison of the destinations included in the course’s field experience. **This assignment will be due the last day you are in NJ, and will be worth 20% of the course grade.**
3. There are two individual assignments based on your work at Walt Disney World. **Each assignment is worth 20% of your course grade. The deadline for this assignment will be announced.**
4. **Your Attendance for every class and field excursion will be worth 20% of the course grade.**

Please note:

- Attendance at all classes and field experiences is compulsory. If you miss a class, part of a class, or a field experience, your course grade will be lowered by one full letter grade.
- With the exception of the group project, all work is to be individual. You are not permitted to look at another student’s exam OR to submit assignments that are not 100% your work. The penalty for a violation in the “no cheating” policy is a “0” for that assignment or exam.
- Late assignments will receive a 10% penalty for every day that they are late. It is your responsibility to confirm that your assignment has been submitted, and received, on time.

Your final course grade will be determined according to the following standard:

A = 94-100	A- = 90-93	
B+ = 87-89	B = 83-86	B- = 80-82
C+ = 77-79	C = 73-76	C- = 70-72
D+ = 67-69	D = 63-66	D- = 60-62
F = 59 or less.		