

HOS 222
Nature, Sport, & Destination Tourism Management
3-3-0

COURSE DESCRIPTION:

This course provides an introduction to the fundamentals of nature, sport, and destination management organizations (DMO). This course examines the principles and theories of nature and sport based tourism and the interrelationships of marketing, finance, destination management organization (DMO) strategies and operations. In addition, this course will use the interconnectedness of nature and sport tourism from historical, economic, environmental, policy, behavioral perspectives, and its connection to concepts, principles, theories, and the business of destination management organizations (DMO).

REQUISITES:

Previous Course Requirements

None

Previous or Concurrent Course Requirements

None

Learning Outcomes Upon successful completion of this course, the student will be able to:	Learning Activities	Evaluation Methods
1. Describe the relationship of nature and sport tourism and its connection to destination management organizations (DMO).	Lecture AV/Multimedia Discussions	Written Assignments Written Exams
2. Discuss the impact pollution, habitat destruction, and biological concerns have in the business of nature tourism.	Lecture AV/Multimedia Discussions	Written Assignments Written Exams

Learning Outcomes	Learning Activities	Evaluation Methods
3. Demonstrate sales and marketing construct pertaining to nature tourism of current and emerging markets.	Lecture AV/Multimedia Discussions	Written Assignments Written Exams
4. Discuss sales management principles in the sport tourism markets.	Lecture AV/Multimedia Discussions	Written Assignments Written Exams
5. Discuss the connection between sports and the tourist experience.	Lecture AV/Multimedia Discussions	Written Assignments Written Exams
6. Create effective proposals for major sporting events.	Lecture AV/Multimedia Discussions	Written Assignments Written Exams
7. Relate the importance of destination to the purpose and methodology of tourism planning.	Lecture AV/Multimedia Discussions	Written Assignments Written Exams
8. Discuss the framework and potential barriers to tourism destination management.	Lecture AV/Multimedia Discussions	Written Assignments Written Exams
9. Demonstrate destination management organization (DMO) sales and marketing strategies.	Lecture AV/Multimedia Discussions	Written Assignments Written Exams
10. Apply tourism policy to nature and sports tourism.	Lecture AV/Multimedia Discussions	Written Assignments Written Exams

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

Sequence of Topics:

1. Introduction to nature and sport tourism and the role of destination management organizations (DMO).
2. Ecotourism environments and emerging tourism markets.
3. Examining ecological, economic, and socio-cultural impacts in nature tourism.
4. The study of sports tourism markets.
5. Development process for the sport tourism experience.
6. Business management principles of nature and sport tourism.
7. Economic, social, and culture impacts of tourism.
8. Measuring the impacts, government, and policy-setting process in tourism.

Learning Materials:

Hinch, T, Higham, E.S. *Sport Tourism Development* (2nd ed.) Buffalo, New York: Channel View Publications. (2011)

Weaver, D. *Ecotourism* (2nd ed.) Indianapolis, Indiana: John Wiley & Sons. (2008)

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Shawn Murray

Date: 12/8/2018

VPAA/Provost or designee Compliance Verification:

Date: 2/25/2019



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.