

HOS 270  
Innovation and Leadership in Tourism Management  
3-3-0

**COURSE DESCRIPTION:**

This capstone course culminates the theoretical training for students in tourism and hospitality studies. This course provides a solid foundation of knowledge related to tourism innovation while connecting the interrelated elements of marketing, finance, business application software, technological fluency, business communication tools, social issues, operations, problem solving, and how these changes occurring impact the global tourism environment. Students learn by engaging in a series of team based managerial, social, and operational case studies focusing on current and future trends in tourism allowing for thinking “outside the box”. Students will learn how to be comfortable with their professional strengths and or opportunities to capitalize on their intellectual potential. Social intelligence will be connected to leadership techniques, allowing students to integrate knowledge from previous tourism and hospitality courses to complete their professional portfolio.

**REQUISITES:***Previous Course Requirements*

- HOS 111 Introduction to Hospitality Management
- CUL 114/HOS 114 Food and Beverage Operations
- HOS 170 Tourism and Hospitality Sales
- HOS 251 Principles of Tourism, Hotel and Casino Management

*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. Discuss innovation in the tourism industry and leadership practices.	Lecture AV/Multimedia Case Studies Discussions Role Playing	Written Assignments Written Exam Student Presentations
2. Connect innovation as it impacts tourism policy and regulation.	Lecture AV/Multimedia Case Studies Discussions Role Playing	Written Assignments Written Exam Student Presentations

Learning Outcomes	Learning Activities	Evaluation Methods
3. Specify innovation in tourism destination management and sustainable development.	Lecture AV/Multimedia Case Studies Discussions Role Playing	Written Assignments Written Exam Student Presentations
4. Demonstrate the impact technology, products, and services have on budgets and statistical analysis in tourism.	Lecture AV/Multimedia Case Studies Discussions Role Playing	Written Assignments Written Exam Student Presentations
5. Apply ethical leadership to culture competency and the business of tourism.	Lecture AV/Multimedia Case Studies Discussions Role Playing	Written Assignments Written Exam Student Presentations
6. Connect social intelligence and its impact to the business of tourism.	Lecture AV/Multimedia Case Studies Discussions Role Playing	Written Assignments Written Exam Student Presentations
7. Design brand promotion for multi-cultural tourism.	Lecture AV/Multimedia Case Studies Discussions Role Playing	Written Assignments Written Exam Student Presentations
8. Develop a professional portfolio that will prepare students for entry-level tourism leadership roles.	Lecture AV/Multimedia Case Studies Discussions Role Playing	Written Assignments Written Exam Student Presentations

At the conclusion of each semester/session, course faculty using the listed evaluation method will complete assessment of the learning outcomes. 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:

1. Introduction to innovation and leadership.
2. Business application software in tourism
3. Brand promotion and multi-cultural tourism.
4. Government involvement, tourism policy, and regulation.
5. Tourism destination planning.
6. Sustainable tourism and development innovation.
7. Tourism products, travel purchase, and technology.
8. Social intelligence and the business of tourism.

9. The development and implementation of a tourism and hospitality professional portfolio.

Learning Materials:

Mill, R, and Morrison A. *The Tourism System* 7<sup>th</sup>ed. Dubuque, IA: Kendall Hunt P Publishing Company. (2012)

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.*