



HANYANG UNIVERSITY

2019 HISS Syllabus

Tourism and Recreation

Professor: Jerel Cowan Ph.D.
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Home Univ.: University of Central Oklahoma
Dept.: Kinesiology and Health Studies

Description: This course will examine the dynamics of the tourism and recreation industries as elements of the leisure service delivery system. Relevant areas that will be reviewed include an exploration of the various tourism systems related to social, environmental, and economic impacts. The various methodologies of how tourism has been developed into a worldwide industry will also be examined.

Objective:

1. The student will be able to discuss and appraise current trends in various leisure service delivery systems related to tourism.
2. The student will be able to discuss and evaluate the socio-cultural, environmental, and economic impacts associated with tourism.
3. The student will be able to analyze how current and future trends are affecting or could affect tourism and recreation.
4. The student will be able to discuss the impacts related to tourism when communities get involved.
5. The student will be able to compare different tourism approaches as they relate to local cultures.
6. The student will be able to appraise possible tourism opportunities as related to diverse areas and resources available.

Preparations: Professor will provided digital material.

Schedule:	Week 1	Tourism in perspective; Tourism through history; Organization of Tourism (World, Nations, Regional): Passenger Transportation
	Week 2	Hospitality and Related services; Organizations in the distribution process; Attractions, Entertainment, and recreation; Understanding Travel Behavior
	Week 3	Motivation for pleasure travel; Sociology of Tourism; Tourism components and supply
	Week 4	Measuring and forecasting demand; Economic impact; Tourism's future

Hanyang International Summer School

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Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	30	30	10	15	10	5