

HSM 265: Planning and Development of Tourism

This course explores major concepts in tourism, what makes tourism possible, and how tourism can become an important factor in the development of the economy. Topics covered include introductory principles, study approaches, the importance of tourism, tourism history and careers, elements of tourism supply and demand, planning and development principles, marketing, research, regulation and deregulation, and government agencies affecting development. Upon completion, students will be able to analyze the impact of various facets of the tourism industry.

Credits: 3