

## Course Outline – NRRT 600

<b>Course Number:</b>	NRRT600
<b>Course Title:</b>	Tourism Industry Concepts and Practices
<b>Number of Credits:</b>	2
<b>Semesters Offered:</b>	Fall
<b>Prerequisites:</b>	None
<b>Grading:</b>	Traditional

**Course Description:** Improves understanding of tourism industry concepts and application amid the dynamic and pluralistic processes and practices that occur across multiple domains of the industry.

**Main Topics:** Tourism Industry: Concepts and Practices will cover a range of fundamental theories and interrelated concepts guiding the decision-making processes of tourism industry practitioners. The course focuses on the principles for creating experiences in the experience economy and their implication on the supply and demand components of the industry.

**Course Objectives:** Objectives of the course are as follows...

- To increase awareness of the multilayered essence of the tourism phenomena
- To improve understanding of main principles for developing tourism experiences
- To develop skills of how to base decision-making processes in tourism industry on theoretical foundations and systemic approach
- To develop awareness of how human motivations and environment influence industry trends

### Course Schedule:

- The Nature of Tourism. Conceptual Issues and Theoretical Foundations
  - Leisure and Tourism
  - Disciplinary Perspectives
- The Experience of Tourism
  - The Tourist Experience
  - Tourism Encounters
- Tourism Supply and Demand
  - Tourist Places and Spaces
- Tourism as a System
  - Tourism Product and Systems Perspective
  - Tourism and Power
- Tourism Trends and Research
  - Issues and Implications of Tourism Research