

COURSE OUTLINE AND TIME REQUIREMENTS

ASSIGNMENT #1	Your course goals	15-30 minutes	
READ CH. 1 & 2	Overview of Tourism	30-60 minutes	7 pages
READ CH. 3	Planning & Managing Rural Tourism	60-90minutes	13 pages
ASSIGNMENT #2	Choose the community you will be working in and write a brief description of it.	30-60 minutes	
READ CH. #4	Rural Tourism Business Opportunities	60-90 minutes	12 pages
READ CH. #8	Nature Tourism & Ecotourism	30-60 minutes	9 pages
ASSIGNMENT #3	List potential community tourism options (OPTIONAL) Tool to help brainstorm community tourism assets.	90-150 minutes	
WORKSHEET #1		Time included in estimate for Assignment #3	
READ CH. #7	Heritage and Cultural Tourism	30-60 minutes	8 pages
WORKSHEET #5	Destination vs Diversion Tourism	15 minutes	
ASSIGNMENT #4	Decide what you would like to develop as a tourism attraction and write a description of it.	60-90 minutes	
WORKSHEET #2	Tourist Needs	60 minutes	
ASSIGNMENT #5	List strengths and weaknesses of the tourism activity you wish to develop.	1-2 hours	
ASSIGNMENT #6	Suggest realistic strategy for overcoming each of the tourism activity's weaknesses.	2-3 hours	
READ CH. #5	Marketing	30-60 minutes	9 pages
ASSIGNMENT #7	Develop a customer profile of the target market for your tourism activity.	30-90 minutes	
WORKSHEET #3	Advertising Media Pros and Cons	15 minutes	
WORKSHEET #4	Internet Marketing Strategies	20 minutes	
ASSIGNMENT #8	Make some decisions about an advertising plan and develop Internet marketing options.	2-3 hours	
READ CH. #9	Regional Packaging	30-60 minutes	7 pages
REVIEW	Section 14 in chapter # 3	5 minutes	½ page
ASSIGNMENT #9	Write description of what a typical tourist visit to your community might entail.	1-2 hours	
ASSIGNMENT #10	List steps needed and time required to get your activity ready for tourists.	1-3 hours	
ASSIGNMENT #11	Organize assignments into an action plan for developing your tourism activity. Answer some questions about that plan.	1-3 hours	
ASSIGNMENT #12	Evaluate the course	15-30 minutes	