



# Business Administration

Course Number: **TOUR 240**

Course Title: **SERVICE DESIGN FOR TOURISM**

Credits: 3

Calendar Description: Students learn strategies of marketing intangible service offerings in the tourism and hospitality sectors. Emphasis will be placed on designing and delivering services that manage the gap between tourist expectations and perceived service quality. Students will engage in understanding tourist expectations, designing services, training, delivering, and communicating appropriate expectations.

Semester and Year: **FALL 2023**

Prerequisite(s): TOUR 130 – Tourism Marketing or BUAD 116

Corequisite(s): None

Prerequisite to: n/a

Final Exam: Yes

Hours per week: 3

Graduation Requirement: Tourism Management Diploma - Required

Substitutable Courses: No

Transfer Credit: PMAC

Special Notes:

Originally Developed: 2018

EDCO Approval:

Chair's Approval:





## Course Schedule

