

TOURISM ADVISING GUIDE

Recreation Program – Western Washington University

If you are a recreation major or are applying to the program and would like to have tourism as an emphasis area, the following information should help you with course planning. Make sure to keep in touch with an advisor in the program to insure that all program requirements are being met. An advisor is also an important resource for course schedule, fieldwork and internship planning.

EMPLOYMENT IN TOURISM

Professional positions in tourism are varied and broad in scope. There are jobs in both ‘Inbound Tourism’ (hosting visitors) and ‘Outbound Tourism’ (taking people other places.) Graduates of the Recreation Program are working as tour planners, tour guides, resort activity directors, festival planners, cruise directors, convention and visitor bureau staff, and conference planners. Explore the links provided on the last two pages of this document to further explore work options in tourism.

TOURISM RECREATION COURSEWORK

Recreation Coursework

- RECR 201 Foundations of Recreation and Leisure (4)
- RECR 271 Community Recreation and Leisure Services (4)
- RECR 276 Program Leadership (3)
- RECR 372 Management of Recreation and Leisure Services (4)
- RECR 373 Recreation Programming (4)
- RECR 444 Recreation Budgeting and Finance (4)
- RECR 450 Recreation Program Evaluation (4)
- RECR 473 (OR 471 & 472) Professional Internship (15) *See Description Below*
- RECR 480 Leisure and Society (4)

Tourism Coursework

- RECR 379 Tourism Planning and Development (3)
- RECR 479 Ecotourism: Principles and Practices (3)

Other ways within the program that you can further focus in the area of tourism:

- Whenever possible, choose topics for projects and papers that have relevance and/or application in tourism.
- Seek an internship that is in the area of tourism that you are interested in
- Seek summer employment in tourism
- Do some of your 240 required fieldwork hours in a tourism related organization
- Select support area courses wisely

SUPPORT AREA POLICIES

The Recreation Program requires the completion of a 25 credit hour ‘support area’, a grouping of varied courses to strengthen your knowledge base related to tourism. Support area courses may be taken from a variety of departments but must be approved by a Recreation advisor. Keep in mind the following program policies when planning your support area:

1. The support area is 25 upper division (300 level or above). Some lower division courses may be applied, but check with me first. Courses may be selected from one or more departments.
2. I must approve your support area in writing. I must sign your support area approval form before you can register for courses. Any changes in your support area must also be cleared with me in writing. I will not accept any courses that have not been pre-approved.
3. For transfer students and students entering the Recreation Program from another major, some courses you have taken previously may be approved for your support area. Check with me.
4. An approved minor or second major may substitute for the support area requirement. It is planned and evaluated through the department from which you wish to obtain a minor or second major. For example, students in tourism might choose a minor or second major in International Studies, Communications, Business, Anthropology, or Environmental Studies.
5. GUR Courses may *not* be used to satisfy support area requirements.
6. Support area courses must be graded (A-F).
7. "D" and "F" grades are unacceptable.
8. I must approve independent study credits used in your support area.

SUPPORT AREA SUGGESTIONS

Although your support area is best designed to meet your individual needs and interests the following recommendations should help with your selection of courses. Keep in mind that support area courses should be predominantly upper division although there are select courses at the 200 level that are acceptable.

The following support area suggestions are listed by program/department. **THIS IS NOT AN INCLUSIVE LIST** and I encourage you research other classes that might apply to your interests as courses change with visiting faculty and fluctuations in department resources. Make sure to get the classes approved for your support area before making final plans. There will likely be additions/deletions when the new schedule of classes comes out next fall, so be sure to check it for the availability of classes.

ANTHROPOLOGY

201 INTRODUCTION TO CULTURAL ANTHROPOLOGY (5)

The study of societies that contrast with Western civilization, leading to an acquaintance with the concept of culture and its importance to an understanding of human behavior. Emphasis on understanding each culture from its own point of view rather than from our own.

330 RELIGION AND CULTURE (5)

Prereq: ANTH 201. Comparative study of religious thought, belief and behavior; relationship of religious experience and institutions to other aspects of culture and society.

351 FAMILY AND KINSHIP ORGANIZATION (5)

Prereq: ANTH 201. Cross-cultural study of family types and the definition of social roles through kinship organization.

361 NATIVE PEOPLES OF NORTH AMERICA (5)

Prereq: ANTH 201. Ethnographic survey of the peoples and cultures.

428 CULTURAL RESOURCE MANAGEMENT (4)

Prereq: at least 10 credits from the 300-level course offerings in anthropology, history and/or environmental studies. Introduction to the field of cultural resource management including historic preservation, archaeological resource management, cultural resource management for subsistence and spiritual practices. Background on legislation and current practices, review of case studies and experience with actual projects.

362 PEOPLES OF ASIA (5)

Prereq: ANTH 201. Ethnographic survey of the peoples and cultures.

364 PEOPLES OF THE PACIFIC (5)

Prereq: ANTH 201. Ethnographic survey of the peoples and cultures.

365 PEOPLES OF LATIN AMERICA (5)

Prereq: ANTH 201. Ethnographic survey of the peoples and cultures.

453 WOMEN OF THE GLOBAL SOUTH (5)

Prereq: 15 credits at the 300 level in anthropology or related discipline (WMNS 211, ANTH 353 highly recommended) or permission of instructor. Explores women's economic, religious, political and familial roles through topics such as development and globalization, violence, and women's movements. Student contributions to course topics emphasized through individual papers and group panel work.

460 CULTURE AND SOCIETY OF JAPAN (4)

Prereq: two classes from ANTH 201, 362, EAST 201 or 202. Overview of Japanese culture and society, its pre-history and historic formation, emphasizing contemporary social organization and social relations in urban and rural society. Examines Japan's solutions to the problems of modern industrial society.

462 NATIVE PEOPLES OF THE NORTHWEST (3)

Prereq: ANTH 201 and 361. Tribal distributions, social organization and ecological adaptation and social change with emphasis on the Native peoples of Washington state.

COMMUNICATION

220 COMMUNICATION THEORY (5)

Survey of human communication focuses on communication theories, concepts and principles ranging from intrapersonal to interpersonal, group, organizational, rhetorical, intercultural, international and mass communication.

224 SMALL GROUP PROCESSES (4)

Explores the dynamics of human interaction in small group settings. Group tasks include the development of problem-solving skills, utilizing topics of current interest.

225 COMMUNICATION, DIVERSITY AND CONTROVERSY (4)

This course is designed to foster the skills necessary for civil engagement and effective dialogue on controversial issues. Students will learn to appreciate, integrate, and effectively challenge diverse perspectives on a number of traditionally divisive topics.

318 PROFESSIONAL COMMUNICATION (5)

Prereq: junior status. This course integrates business writing, public speaking, collaborative problem solving, and diversity training in a professional development context. Includes theory application and skill development. Students will work in collaboration with organizations on or off campus.

325 INTRODUCTION TO INTERCULTURAL COMMUNICATION (5)

Prereq: four credits from Comparative Gender and Multicultural Studies block of the GUr or COMM 220. Introduction to intercultural communication. Principles, concepts and various topics in this rapidly growing, important field. Covers the needed skills in communicating effectively with people of diverse cultural backgrounds.

327 INTERPERSONAL COMMUNICATION (5)

Prereq: junior status. Focuses on theory and practice in work, family, and social settings. Emphasizes observation, analysis, and skills training in relationship development. Topics include language use, listening, nonverbal behavior and conflict management.

Prereq: COMM 327 and 398 or permission of instructor; junior status; departmental majors only. In-depth examination of theory and practice in interpersonal communication. Normally offered alternate years.

331 ADVANCED PUBLIC SPEAKING (3)

Prereq: COMM 101 or 235. Theory and practice in the art of public discourse.

428 ORGANIZATIONAL COMMUNICATION (5)

Prereq: COMM 398 or permission of instructor. Emphasizes the role of communication as central in human organizing. Describes the relationships among communication theories and other theories of organizational behavior. Applies theories to varied organizational settings.

425 ISSUES IN INTERCULTURAL COMMUNICATION (4)

Prereq: COMM 325 and 398 or permission of instructor. Introduction to dynamic forces that enhance effective communication between persons with various cultural backgrounds. Covers topics such as differences, similarities, values, pride and prejudice, cultural barriers in communication settings, and effectiveness of intercultural communication.

427 ISSUES OF INTERPERSONAL COMMUNICATION (4)

Prereq: COMM 327 and 398 or permission of instructor; junior status; departmental majors only. In-depth examination of theory and practice in interpersonal communication. Normally offered alternate years.

ENVIRONMENTAL STUDIES

202 INTRODUCTION TO ENVIRONMENTAL STUDIES AND SUSTAINABILITY (3)

A basic overview of environmental issues in the United States and globally. Emphasis on environmental and human sustainability in a social science context.

303 HUMAN ECOLOGY AND SUSTAINABILITY (4)

Prereq: ESTU 202 or Huxley major prerequisites or written permission of instructor. Study of the interactions between human and natural systems and their outcomes on sustainability. Topics include human effects on natural systems, energy use, and population, within solving environmental problems.

304 ENVIRONMENT AND RESOURCE POLICY (4)

Prereq: ESTU 202 or Huxley major or written permission of instructor. An examination of environmental and resource policy in the United States. What is policy, how is it made and how does it change? The history

of environmental policy is examined, and current environmental policy surveyed. Federal, state, regional and local jurisdictions and how they interact in the policy arena are examined. Primary forces affecting environmental policy are reviewed and analyzed. Several case studies are presented.

371 ENVIRONMENTAL EDUCATION (4)

Prereq: admission to Huxley College or permission of instructor. An introduction to environmental education and a review of current thinking and practices in this dimension of education. Focus on goals and principles, content, settings, methods and processes of environmental education through reading, discussion and project work.

372 THE ENVIRONMENTAL EDUCATION CURRICULUM (4)

Prereq: ESTU 371. Critical review of curricula that have been developed. The need for environmental education is assessed, learning objectives are examined and strategies for attaining these objectives studied. The qualities of the ideal environmental education curriculum are identified by students, based on their research into the matter.

385 ENVIRONMENTAL SOCIOLOGY (5)

Prereq: any of the following: SOC 221, 251, 255, 260, 268, ESTU 202. Uses sociological concepts to analyze human-environmental interactions. Topics include humans as part of the ecosystem, natural resource dependent communities, population growth and environmental quality, the environmental and anti-environmental movements, limits to growth and energy use, garbage and other wastes, sustainable development and economic growth, sociological and economic perspectives on alternative environmental futures. Also offered as SOC 385.

FAIRHAVEN

231n INTRODUCTION TO APPLIED HUMAN ECOLOGY: SUSTAINABLE SYSTEMS

Study of relationships between human systems and the environment with an emphasis on the principle of sustainability. Study of models of sustainable development and appropriate technology complement practical applications in the Outback Farm/Wetland/Outdoor Learning Center. Student participation in instruction. Repeatable to 9 credits.

242r THE ART OF PLAY: RECLAIMING IMAGINATION AND SPONTANEITY FOR THE ADULT (4)

The practice of adult play with focus on methods to reclaim imagination and spontaneity. Providing an intellectual and interdisciplinary framework for understanding the nature of play through readings in philosophy, anthropology and psychology.

312d ISSUES IN INTERNATIONAL STUDIES (3-6)

Prereq: FAIR 203a or permission of instructor. Explores issues of concern to selected nations. May also include global scope. Examples of topics include globalization, reinventing development, and environmental issues in economically poor countries. Repeatable with various topics.

328m AMERICAN LIVES (4)

Prereq: FAIR 202a or permission of instructor. Examines the lives and work of Americans. Subjects may include artists, environmentalists, writers, scientists, civil rights activists, athletes, children, and so on. Repeatable with different topics.

331n NATURAL HISTORY (5)

Prereq: Fair 206a or equivalent or instructor permission. An experiential and literary investigation into the science of natural history, its roots, and the diverse ways it is being applied to our contemporary lives and world.

335n VISIONING SUSTAINABLE FUTURES (4-5)

Prereq: FAIR 201a or ENG 101 and prior course work or experience in socio-political issues or environmental issues from a sociopolitical perspective. A critical examination of alternative futures envisioned by various writers representing the world views of diverse cultures and communities of interest, in light of present-day sociopolitical, economic and environmental realities. Repeatable with different topics.

332n CURRENT ENVIRONMENTAL TOPICS (2-5)

Prereq: FAIR 206a or permission of instructor. The interdisciplinary context of current environmental issues, including the scientific basis for concern. Examples include acid rain, loss of genetic diversity, climate modification by logging, global warming, ozone depletion, overpopulation, nuclear waste disposal. Repeatable with various topics.

339n ENVIRONMENTAL ISSUES OF INDIGENOUS PEOPLES OF NORTH AMERICA (5)

Prereq: FAIR 206a or permission. Explores the history, ethics, politics, and biology of environmental issues facing the world's indigenous peoples. Examine local and international case studies that involve Native hunting and fishing rights, land rights issues, and pollution issues.

344u CROSS-CULTURAL PSYCHOLOGY (4)

Prereq: any course in psychology. Introduces non-Western perspective of human behaviors. Culture's influence on human thinking, feeling, and action. Learning diversity in understanding societies and human beings. Repeatable with different topics.

SOCIOLOGY

348 GLOBAL HEALTH (5)

Prereq: any one of Soc 221, 251, 255, 260, 268, 269. Introduces students to the main concepts of global health, with a particular emphasis on sociological and structural determinants of health. Focuses on the demographic and epidemiological transitions, gender and reproductive health, human rights, and the global burden of disease. Evaluates the role of international institutions, such as the World Bank and non-governmental organizations, in the organization and delivery of health services in underdeveloped countries. Understanding the root causes of health disparities and strategies for the achievement of health equity is central to the course.

369 SOCIOLOGY OF RACE AND ETHNICITY (5)

Prereq: any SOC 221, 251, 255, 260, 268, 269 or equivalent, preferably in minority relations. Provides a review of historical, theoretical and empirical work in the sociology of race and ethnicity. Emphasis on primary material in the areas of ethnic assimilation, racial attitudes, and racial and ethnic inequality in the United States.

440 GLOBALIZATION (5)

Prereq: sociology core. Examines the economic, cultural and political components of globalization. Special topics include the new forms of inequality that have emerged with global interdependence and debates concerning the benefits and dangers associated with globalization.

INTERNATIONAL STUDIES

201 INTRODUCTION TO GLOBAL STUDIES (5)

Introduction to contemporary global issues, drawing on the integrated knowledge and methodologies of multiple disciplines.

325 GLOBAL LITERATURE (4)

Prereq: ENG 101 or equivalent. Explores themes in global relations through critical reading, thinking and writing about literature from various parts of the world.

MANAGEMENT

201 INTRODUCTION TO BUSINESS (4)

A survey of the field. Introduction to the major functional areas comprising business or organizations. Recommended for students not intending to major in the College of Business and Economics.

311 INTRODUCTION TO MANAGEMENT AND ORGANIZATIONAL BEHAVIOR (4)

Introduction to organization theory, behavior and interpersonal communication; concepts of power, authority and influence; the role of philosophy and values in organizations.

370 INTRODUCTION TO INTERNATIONAL BUSINESS (4)

Prereq: ECON 206. Introduction to the environment and challenges of doing business abroad. Topics include country-market differences, trade and investment patterns, the international financial environment, issues in business-government relations and strategies for international business.

470 INTERNATIONAL BUSINESS OPERATIONS (4)

Prereq: MGMT 370 or another international course in the College of Business and Economics. Strategic and operational issues that firms face when they do business abroad. Themes include the competitiveness challenge, country-market analysis and entry strategies, negotiations and diplomacy, cooperative ventures, design and control of international operations, and various functional area issues.

MANAGEMENT INFORMATION SYSTEMS

220 INTRODUCTIONS TO BUSINESS COMPUTER SYSTEMS (2)

Prereq: AccT 240 or declared economics major. introduction to use of commercial software packages for business applications, including spreadsheet analysis, word processing, data management, and communications. S/U grading.

304 INTRODUCTION TO WEBSITE DEVELOPMENT (4)

Prereq: MiS 320. covers basic website design, navigation, and construction. Topics include HTML, JavaScript, page layout, site navigation, cascading style sheets, server-side includes, designing search engines, and site testing.

MARKETING

380 PRINCIPLES OF MARKETING (4)

Prereq: MIS 220 or equivalent, ECON 206, MGMT 271, ACCT 240. Identification and analysis of relevant opportunities and constraints in consumer and industrial target markets. Management of the marketing mix including product planning, distribution institutions and activities, promotion and pricing.

382 BUYING BEHAVIOR AND ANALYSIS (4)

Prereq: MKTG 380. Perception, motivation, learning, attitude structure and change, social influences and cultural forces relevant to buyer behavior and decision processes. Implications for marketing planning, analysis and management.

In addition:

- Second year language classes can count toward the support area requirement
- Study abroad courses can often count toward the support area requirement
- Many departments, especially Fairhaven College, have courses where the specific topics change each year. Topics in these variable courses are sometimes related to tourism and can be a good option for the support area. Check the time schedule rather than the course catalog yearly for possibilities.

PROFESSIONAL INTERNSHIP

One of the most exciting and challenging aspects of a tourism focus is finding and securing a substantial internship. The problem is not that they are hard to find, but rather that the field is so broad (and interesting) that narrowing your focus to conduct a search is sometimes difficult. Your internship must be pre-approved by your advisor. Here are some general steps to follow:

- Step 1: Familiarize yourself with internship requirements (website)
- Step 2: Define your interest by area (guiding, ecolodge, CVB, event planning) or location
(Whatcom County, Bolivia, anywhere warm, San Diego to live with my aunt/uncle)
- Step 3: Develop a resume and template cover letter
- Step 4: Write internship goals
- Step 5: Inquire about past internships
- Step 6: Use faculty, internet, and guide books to identify possible organizations, facilities, businesses, communities, or programs that match your goals/interests
- Step 7: Familiarize yourself with their programs and/or services
- Step 8: Make an initial contact by e-mail or phone; follow-up 1-3 weeks later
- Step 9: Negotiate terms, develop an internship description and complete the Internship Agreement Form

TOURISM JOB/INTERNSHIP WEBSITES

The following list is designed to help you get started with your tourism internship search. You should work closely with your faculty advisor to identify ways to explore your particular interests and restrictions.

International Association of Convention and Visitor Bureaus

http://www.iacvb.org/iacvb/career_center/cvbjobops.asp?mkey=

International Festival and Event Association

<http://www.ifea.com/resources/jobbank.asp>

Canada's Tourism Professional's Network

<http://www.guidesnetwork.net/tourtools/jobs/postings.php>

Tauck Tour Job Postings

<http://www.tauck.com/contact/careers/listings/>

Hospitality Positions

<http://www.tourismworkweb.com/>

Meeting Planners

<http://www.mpiweb.org/CMS/MPIweb/JobBank/Search.aspx>

Cruise Ships

<http://www.cruiselinejob.com/cruisestaff.htm>

Carnival Cruise Lines

http://www.carnival.com/CMS/Fun_Jobs/ccl_fun_jobs_landing.aspx

Princess Cruises

http://employment.princess.com/employment/job_shipboard.html

Cruise West: smaller vessels, education focus

<http://www.cruisewest.com/information/employment.aspx>

Youth Hostel Employment - US General

<http://www.hiusa.org/about/employ.shtml#hospdir>

Youth Hostel Employment - Search by country

<http://www.hihostels.com/openCountries.do>

Resort Jobs - General

<http://www.resortjobs.com/>

International Volunteer Vacations

<http://www.adventuretravelabroad.com/listings.cfm>

Ecotourism Job Opportunities

<http://www.ecotourism.org/index2.php?jobs/#jobs23>

Ecotourism Jobs - Ecoclub - Membership Required

<http://www.ecoclub.com/jobs/>

Previous Internships

This is just a sampling of substantial and successful internships.

Resorts:

Sun Mountain Lodge, Winthrop, Washington

<http://www.sunmountainlodge.com/>

Sun River Resort, near Bend, Oregon

<http://sunriver-resort.com/>

Hotel Del Coronado, San Diego, California

<http://www.hoteldel.com/>

Amelia Island Resort, near Jacksonville, Florida

<http://www.aipfl.com/>

Ec lodges/Small Resorts:

Fern Resort, Thailand

<http://www.fernresort.info/>

Bosque Del Cabo Rainforest Lodge

<http://www.bosquedelcabo.com/>

Ecotourism Projects:

Toledo Ecotourism Association, Belize

<http://www.plenty.org/mayan-ecotours/index.html>

EcoTeach, Costa Rica

<http://www.ecoteach.com/>

Tour Companies:

Adventure Associates, office in West Seattle

<http://www.adventureassociates.net/>

Holland America Westours, offices in Seattle/tours in Alaska

<http://www.hollandamerica.com/>

West Coast Connections, Teen Travel Experiences

http://www.westcoastconnection.com/index_home.html

Convention and Visitor Bureaus:

Bellingham Whatcom County Tourism Bureau

<http://www.bellingham.org/>