

Introduction to Tourism

Lesson Outline

Goal	There are multiple factors which influenced the development of tourism over time and can be classified into 5 major epochs. The goal of this lesson is to define tourism terms and chronicle the developments of the tourism industry over the five major periods.
Objectives	<p>At the end of this lesson students will be able to:</p> <ul style="list-style-type: none"> • Define the terms tourism and tourist • Describe the key characteristics of the tourism industry • Identify and explain various aspects of the five epochs of tourism
Length	This lesson will take approximately four hours to complete.
Content outline	<p>A. Definitions</p> <ul style="list-style-type: none"> • Tourism • Tourist <p>B. Current Characteristics of Tourism</p> <p>C. The Five Epochs of Tourism</p> <ul style="list-style-type: none"> • 1st Epoch - Pre-industrial Revolution • 2nd Epoch - Railway Age • 3rd Epoch - Automobile registered today • 4th Epoch - Air Travel; Six Freedoms of Air Travel • 5th Epoch - Cruise Ships
Learning Activities	<p>Learners will engage in the following activities for this lesson</p> <ul style="list-style-type: none"> • Brainstorming session – write the word tourism on the board. Ask students to write all that comes to mind about topic. • Lecture, Read Chapter in textbook, Library research
Evaluation Strategy	Learners' mastery of this content may be evaluated through group presentations, exams, and quizzes.