

NCSU Tourism Extension Awarded Grant to Develop and Offer Tourism-Related Distance Education Graduate Courses

Dr. [Samantha Rozier-Rich](#) and [Dr. Stacy Tomas](#), both Assistant Professors and Tourism Extension Specialists at NCSU, along with [Mr. Charlie Morris](#), Distance Education and Web Coordinator for the College of Natural Resources, have been awarded an IDEA grant (Innovation in Distributed Education Applications) from DELTA (Distance Education and Learning Technology Applications). Established in 2000 as a division of NCSU's Provost's office, DELTA was developed to provide support for the use of technology in teaching, learning, and outreach. DELTA awarded Dr. Rozier-Rich, Dr. Tomas, and Mr. Morris the IDEA grant to provide needed assistance for the development of an online, distance education graduate-level tourism course.



The course, *Applications of Tourism Management*, supports the mission of NCSU and Cooperative Extension through its service to students and communities of North Carolina by integrating research, instruction, and service learning projects into one course. The three hour course will last seven weeks and will be offered for the first time during the **Fall 2010** semester. In short, the course will be developed around four modules:

1. Tourism Planning, Development Issues, and Community Impacts
2. Quality Service and the Experience
3. Marketing and Promoting Tourism
4. Tourism and Research

Each module was chosen to create a strong foundation of tourism-related knowledge and practice among Extension field faculty and other professions working in the tourism field and/or hoping to work in the tourism field. In addition to live (synchronous) online class discussions and lectures from tourism faculty and industry experts, the course will include a variety of assignments and projects aimed at providing students with the opportunity to gain hands-on practical experience alongside working with tourism businesses and professionals. In turn, these assignments will also seek to benefit local communities and businesses.

In addition to offering the *Applications of Tourism Management* course, Dr. Rozier-Rich is developing another distance education course, *PRT 520 Concepts of Travel and Tourism*, to be offered this coming **Spring 2010**. The goal of this course is to provide students with in-depth knowledge of the conceptual foundation of tourism by acquainting students with selected theories, methods, techniques, current issues, practices, and principles that govern tourism behavior. From this course, students will gain an understanding of the multi-faceted nature of tourism, the role of sustainability, and the role/impact of people, the environment, and technology in the overall development to help students become successful agents of positive change in the tourism industry. *Concepts of Travel and Tourism* will last seven weeks and will also incorporate live (synchronous) online class discussions and lectures as well as a variety of hand-on assignments and projects.

The goal of the Tourism Extension program is to improve the quality of tourism provision across rural North Carolina through helping individuals and communities develop healthy, prosperous,

and enduring tourism enterprises that will boost economic and community development efforts. In aiming to achieve this goal, Tourism Extension and the Department of Parks, Recreation, and Tourism Management (PRTM), anticipate these tourism-related distance education courses to be the future of teaching, educating, and actively engaging Extension field faculty, land owners, business owners, and/or employees of the tourism industry who are located across the United States and beyond. These courses will provide a unique opportunity for diverse audiences to learn from each other's experiences.



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