EXECUTIVE SUMMARY

The Hospitality & Tourism Management Department implements strategic initiatives each year in order for the program to evolve and flourish.

STRATEGIC HIGHLIGHTS

The Strategic Pathway to Excellence for Hospitality & Tourism Management includes the following faculty accomplishments and goals:

Clement, Jeremy
1. Redesigned hospitality fair in which students participate as the presenters to potential employers in attendance. As an innovative twist on the traditional job fair the new format has been transformed and coined Flip the Fair which will become a yearly event for the department.
2. Developed an event practicum coupled with a professional development course which integrates seamlessly for the planning and execution of Flip the Fair
3. Director of Schottland Scholars Program
4. Board member for Charleston Area Hospitality Association as well as ISTTE
5. Faculty advisor for the ATO Fraternal Organization
6. Implemented a new internship management portal to improve efficiency for students and employers

Crotts, John
1. Regional editor of Tourism Management for North, Central & South America
2. Completed an economic impact analysis of the Michigan State Ports Authority
3. Completed a Master Negotiation Course at Harvard University
4. Developed a Human Resource Management course for the department that will be offered for the Fall 2020 semester
5. Hospitality and Tourism Book in process

Frash, Bob
1. HTMT 488 revisions and improvements
2. Served on Assurance of Learning Community
3. Member of Charleston Restaurant Association
4. Advisor for FYE and REACH students
5. Named Honorary Commander by US Armed forces at Joint Base Charleston
Daniel Guttentag
1. Director of Office of Tourism Analysis
2. Speaker at Travel Council Industry event on Charleston tourism trends
3. Awarded $5000 faculty research grant
4. Awarded $7500 Center for Public Choice & Market Process Research Fellowship
6. Featured in The College Today for classroom exercise using virtual reality

Litvin, Steve
1. Completed 2 year appointment as Ambassador for Fulbright Scholars Program
2. Awarded Ambassador Emeritus status for Fulbright Scholars Program
3. Supervised three independent studies, two bachelors essays, and three tutorials
4. Speaker for faculty panel discussion at Accepted Students Day
5. Speaker at admissions department guidance counselor fly-in faculty panel discussion

McLeod, Brumby
1. Study Abroad -Destination Management in Iceland (HTMT 360)
2. Study Abroad- Adventure Tourism in Banff, Canada
3. Recruitment of MBA students
4. Significant research in Short-Term Rental Market
5. U. S. Fulbright Scholar
6. 3 year 180,000 grant - Measure and Monitoring Program for Short-Term Rentals.
7. Short Term Rental Compliance Program with City of Folly Beach and the CACVB

Smith, Wayne
1. Promoted to full Professor
2. Developed and implemented Innovators Fellowship
3. Developing Bachelor of Arts Degree
4. Led study abroad program to China
5. Raised over $200,000 in donations, grants and scholarships for the department
Operating Highlights

Our program continues to attract students from all parts of the United States and abroad. This growth remains possible with the collaboration of faculty and the prized location of the College. Charleston has been recognized as the number one tourism destination in the country and the world several years running. The newest retail growth spurt has given our students a greater number of career opportunities making our program even more attractive. We have one of the largest advisory boards at the College, affording us the opportunity to grow and change while supporting our students with awards, scholarships, a variety of internship opportunities and other workplace experiences.

THE HOSPITALITY & TOURISM MANAGEMENT DISCIPLINE(S) FROM A NATIONAL PERSPECTIVE

"Growing Pains"

Charleston continues to experience significant growth with a daily influx of 38 new residents per day. The tourism industry is flourishing as well, boasting 7.3 million visitors who contributed 8.1 billion dollars in tourism revenue in 2018 alone. The consistent growth of Charleston's population and tourism industry comes with unique challenges but endless opportunities for our Hospitality and Tourism Department to grow and evolve into a world class program for prospective students. As the #1 city in the world for hospitality, Charleston is a city with unlimited opportunities for graduates of the program to obtain employment during and immediately after their college experience. Hotels, resorts, restaurants, cruise ships, conferences, event planning, attractions, recreation sports, and airlines are among some of the employment opportunities available.

With growth comes growing pains, and the Hospitality and Tourism Management Department continues to work diligently to help meet these growing needs. Being part of an AACSB accredited business school and having world-renowned researchers gives our program the needed appeal to attract national and international students interested in pursuing a career in the hospitality industry. The HTMT major, minor, and concentration has over 320 students, including a concentration in the MBA program. We remain committed to providing students with a high quality, comprehensive hospitality management education strengthened with practical, applied and experiential learning opportunities.
In the spirit of changing and adapting to better serve our students, the department implemented a twist on our annual opportunity/career fair in the Spring of 2019. This format, in which students presented themselves as the exhibitors to the potential employees, was adopted in order to provide students and employers with the necessary resources to successfully develop employment relationships. This process included an event planning practicum course, followed by an event production practicum and a simultaneous professional development course for students participating in the career fair. The final career fair event was a great success with 80 students participating and 48 employers.

The Hospitality Industry and our HTM Advisory Board continue to support the program with various scholarships each year. Partnership with national and local industry leaders provides the students with material resources such as scholarships, internships, and mentorship opportunities.

The Hospitality and Tourism Management Department has 7 full-time permanent members whose background includes foodservice, lodging, geography, statistical expertise, accounting, research and strategic planning and budget management.

The Hospitality and Tourism Department faculty and staff are supporters of the Bachelor of Professional Studies initiative currently offered at the College of Charleston’s North Campus. It has the benefit of reaching non-traditional students in a market that will be filled, either by the College of Charleston or by a competitor.

Our two HTMT list servers and Facebook also keep the students and alumni engaged with the College and program, even after their time at the college has concluded.

**ADJUNCTS**

The Hospitality & Tourism Management Department continues to recruit industry professionals to teach our special topics courses.

These courses have given our students the opportunity to expand their knowledge by learning from real-world situations taught by hospitality professionals willing to share their knowledge and experiences.
During the 2018-2019 academic year, the Hospitality and Tourism department incorporated Michael Seekings, a Charleston city councilor, Michael Cohen, an orthopedic surgeon and wine expert and Alan Kleinfeld, a meeting & conventions specialist as adjunct instructors to the program.

ACADEMIC DEGREE PROGRAMS

Majors
198

Concentrations
48

Minors
76

INTERDISCIPLINARY PROGRAMS

ARTM/HTMT 362 Events Management
ECON/HTMT 360 Tourism and the Gambling Industry

MISSION STATEMENT

The Department of Hospitality and Tourism Management, in the School of Business, at the College of Charleston will be a world-class program in undergraduate and graduate studies by providing students a high-quality comprehensive education supported by faculty research and extraordinary experiential learning opportunities, made possible by its premier global tourism destination location, with the intention that its students become life-long learners who are guest-focused, ethical, innovative, globally aware, computationally fluent, and effective communicators who will flourish through synthesis of the modern dynamic business environment.
DEPARTMENT GOALS

The Department of Hospitality and Tourism Management has worked closely with the School to ensure the four goals stated have been incorporated into our courses to enable the students to utilize these skills.

- COMMUNICATION SKILLS:

  Students will demonstrate the ability, via both the written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

- QUANTITATIVE FLUENCY

  Students will demonstrate real-world development of relevant computational skills.

- GLOBAL CIVIC RESPONSIBILITY:

  Students will be able to integrate knowledge and skills in applications that facilitate student articulation and response to social, ethical, environmental and economic challenges at local, national and international levels.

- INTELLECTUAL INNOVATION AND CREATIVITY:

  Students will be able to demonstrate their resourcefulness and originality in addressing unscripted problems by applying and building upon knowledge and life experience.
STRATEGIC PRIORITIES AS THEY RELATED TO THE COLLEGE'S STRATEGIC PLAN

• Develop Nationally Recognized Graduate Programs
• Develop and Retain a Highly Qualified and Diverse Faculty and Staff
• Recruit, Enroll and Retain an Academically Distinguished, Well-prepared and Diverse Student Body
• Enhance Co-Curricular and Extracurricular Programs For the Holistic Education of Students
• Collaborate with Local, National and International Institutions To Leverage Higher Education For a Stronger South Carolina

2018–2019

HAS AGAIN EXCEEDED THE HOSPITALITY & TOURISM MANAGEMENT DEPARTMENT'S EXPECTATIONS. THE DEPARTMENT HAS BEEN PRODUCTIVE OFFERING NEW EVENTS, COURSES, AND EMPLOYMENT OPPORTUNITIES.

The Hospitality and Tourism Management Department continues to expand offerings in our special topics courses with the addition of the professional development course in the spring of 2019.

Our special topics include:
Current topics in wine and beer
Professional Development
Event Planning Practicum
Adventure Tourism, Banff Canada
Destination Iceland
and coming soon in the Fall we will be offering a human resource management course.
Dr. Michael Cohen has been teaching Essentials of Wine as a one hour special topics course since fall 2011 and assisted numerous students with internships, scholarships, and employment opportunities in this field of interest. With the growing employment opportunities in the wine industry Dr. Cohen has begun working on developing a new course which would enable our students to gain a more comprehensive knowledge of the industry and be more competitive in the field.

Professor Jeremy Clement continues to bring a more experiential element to the students with his event management, event production and professional development courses. Students were given the task of conceptualizing, planning, implementing and executing major events for the HTM Department as well as the community at large. The events served as a professional networking and recruitment opportunity for all the HTM and School of Business students. The courses were well received and facilitated a greater level of comprehension and hands-on engagement for the students.

One of the Hospitality & Tourism Management greatest strengths is that we are part of an AACSB accredited school and our students are required to take business courses to complete the HTM degree. It has been an ongoing challenge to ensure our students are equally prepared, and the ETS scores have shown we have accomplished our goal. (Score below)

The ETS Proficiency Profile (abbreviated version) is a standardized test composed of multiple choice questions designed to assess students' competencies in critical thinking, reading, writing, and mathematics. The test is administered every year, usually in both spring and fall semester of the academic year.
The ETS Major Field Test in Business is taken by seniors in the capstone courses during fall and spring semesters. Prior to Spring 2017 the test was only offered to seniors in the spring capstone courses because of financial constraints. The highest possible score is 200 and the lowest possible score is 120. The national average score range for all students taking the test is 143-161 which illustrates the middle 50% of the test takers nationally. From September 2016 through June 2018 there have been 69,017 students who have taken the test. The MEAN is 151.6 and MEDIAN is 151 with a standard deviation of 13.9. The percentile scores are the percentage of students scoring below the individual test taker and taken from the ETS comparative scoring sheets.
CREATIVE & INNOVATIVE CURRICULUM OFFERINGS

The Hospitality and Tourism Management Department remains focused on offering courses on subjects that we feel offer our students a competitive advantage. We have utilized our one-credit special topics courses and HTMT 310 (Current Topics in Hospitality and Tourism Management) to put this idea into practice.

Fall 2018

Three Credits
- Beverage Management Services-Michael Cohen

One Credit
- Event Practicum-Jeremy Clement

Spring 2019

Three Credits
- Wine and Beer in the Hospitality Industry-Michael Cohen
- Adventure Tourism-Brumby McLeod
- Revenue Management
- Tourism Issues for Cities and Towns-Michael Seekings

Two Credits
- Event Practicum-Jeremy Clement
- Professional Development - Jeremy Clement

HONORS PROGRAM

None

HONORS COURSES

None
FIRST-YEAR EXPERIENCE AND REACH

The College of Charleston FYE is an academic program designed to integrate new students into the academic and cultural community of the College. All of the courses give new students an opportunity to work closely with top-level faculty, to meet other new students at the beginning of the school year, smooth their transition to college, and provide them with the skills that will help them succeed throughout their academic careers. Dr. Robert Frash teaches two of these FYE courses, introducing prospective students to the fundamental principles of hospitality. The Hospitality and Tourism major has 9 REACH Students with faculty undergoing professional development to ensure they are well equipped to mentor and develop these students.

INSTRUCTIONAL CONTRIBUTIONS TO OTHER UNITS

The Hospitality & Tourism Management Department has worked closely with the Arts Management Department to offer an events management course that is cross-listed for both areas. Professor Jeremy Clement teaches this course with 25 seats allotted to the HTM Department and 10 to the Arts Management area. This course is an upper-level elective towards the Art's Management degree program as well as ours. This academic year Professor Clement transformed HTMT 360 project and event management into a model which integrates experiential learning. Two event management classes successfully organized and managed both a career fair and alumni event. These events aligned with the departmental goals and created a positive learning experience for the students and furthered the evolution of the program with our industry partners.
DISTANCE EDUCATION OFFERINGS

The Hospitality & Tourism Management department continues to expand their online course offerings. During the Fall and Spring semesters, the Event Practicum course was offered online with an addition of the Professional Development online course in the Spring of 2019.

Online courses

- HTMT 210 - Principles & Practices of Hospitality & Tourism taught by Dr. Brumby McLeod

Hospitality and tourism is an economic sector composed of several interrelated industries (i.e., transportation, lodging, food and beverage, attractions, and destination marketing organizations). This course will examine the past, present, and future trends and issues in many of these sectors with special emphasis on the planning, marketing and management functions. Some of the leading corporations and destinations will be examined in the form of case study assignments and discussion so that you can gain an appreciation of the competitive environment in which these companies exist. This course is designed as an overview of the hospitality and tourism industry. The course is being delivered as a distance education course.
•HTMT 360- Event Practicum Flip the Fair taught by Jeremy Clement

This is a practicum course focused on the review, implementation, execution, and evaluation of Flip the Fair to be held on Tuesday, February 19th in the School of Business.

The event is focused on bringing together all major figures in the local hospitality industry with the purpose of promoting the industry and facilitating hiring. Students taking this course are responsible for assuming a pre-existing strategic plan and developing the operational plans necessary to execute the event. We will establish an organizational structure, our best method for communications/information sharing, and then we will implement and execute this multifaceted career fair and all ancillary activities.

•HTMT 360- Adventure Tourism taught by Dr. Brumby McLeod

This course focuses on the operation and management of tour operators engaged in the leisure activity that takes place in an unusual, exotic, remote, or wilderness destination associated with high levels of involvement and activity by the participants in an outdoor setting. Banff National Park will serve as the winter alpine setting for this course.

We are continuously working with other school departments to create new and interesting online courses.
The Professional Development course is designed to accompany and culminate in the Flip the Fair recruitment event held in the Spring. Flip the Fair is a student-center recruitment event where students present themselves to employers who then approach the students to discuss specific interests and opportunities with their organizations. Essentially we highlight students for employers, instead of employers for students.

This course focuses on equipping our students with the skills necessary to present themselves professionally and effectively with desirable employers and recruiters. Modules focus on: developing business cards, resume review, professional headshots, interview skills, professional appearance and presentation, professional networking, and entry-level offer analysis/salary negotiations.
INTERDISCIPLINARY COURSES

- ARTM/HTMT 362 Event Management
- ECON/HTMT 360 Tourism and the Gambling Industry

INTERNATIONALIZATION/GLOBALIZATION

The department has been very pleased to expand our list of international courses offered in 2018-2019. Our study abroad courses include Germany, Italy, Ireland, Iceland, Canada and China.

Worms, Germany - Dr. Robert Frash
Italy - Dr. Robert Frash
Ireland - Professor Jeremy Clement
Iceland - Dr. Brumby McLeod and Professor Jeremy Clement
Canada - Dr. Brumby McLeod and Professor Jeremy Clement
China - Dr. Wayne Smith

GLOBAL SCHOLARS FACULTY

• N/A

SHORT-TERM FACULTY LED OVERSEAS PROGRAMS

The HTM program currently has several exchange programs with partner institutions around the world that are available to our students. For each of these programs, students pay their tuition to the College of Charleston and then study with no additional tuition costs at the host institution (all College of Charleston scholarships, Life Scholarships, etc.). Our programs are located in Canada, Germany, China, Ireland and Austria. To learn more about HTM summer study abroad programs, contact the Student Success Center.
TEACHING ABROAD (FOR OTHER UNIVERSITIES)

New Memorandums of Understanding and other collaborative agreements with overseas institutions:

Jeremy Clement finalized an MOU agreement with the Dublin Institute of Technology for an exchange of students between their institution and ours. This marks the HTMT program's first foray into the Republic of Ireland.

INTERNSHIPS

INTERNSHIP PROGRAM OVERVIEW

An important component of the Hospitality and Tourism Management program at the College of Charleston is the work experience students gain while outside the classroom. It is our aim to give them the tools they need not only academically, but also professionally, to become future leaders in the industry. The hospitality and tourism management internship (minimum 120 hours) is a complementary source of learning and enhancement to the student's academic program and career objectives. This is achieved through experiential education engaging the student in a unique three-way partnership between an approved hospitality partner, the College and the student.

With the new enhancements to the HTM internship include the continuous development of pre-and post-enrollment interactive video sessions and the implementation and integration of the new internship program management portal. The portal enables consistency and communication among the student, industry and faculty. The overall improvements are a singular source for developing and submitting internship enrollment package, the ability to log in and out of system, enables and requires host supervisor approval of Learning Contract and contract via an automated process.
The HTM department, in partnership with the School of Business Student Success Center, spearheaded and funded the use of new software by FluidReview. This has made the internship application process easier for the students and more efficient on the administrative end.

The internship experience is a fundamental part of the Hospitality and Tourism Management program that helps our students to be successful in their future careers.

**2018–2019 INTERNSHIP HOST PARTNERS**

A Bar A Ranch  
American Land Title Association  
Ansonborough Inn  
AON  
Aramark Catering  
Bella Bridesmaids  
Belmond Charleston Place  
Biergarten  
Boordy Vineyards  
Bulldog Tours  
Bushido Japanese Restaurant  
Cannon Green  
Cannon Green  
Carolina Yacht Club  
Charles Towne Landing State Historic Site  
Charleston Fashion Week  
Charleston Harbor Resort & Marina  
Charleston Home Builders Association  
Charleston Jazz  
Charleston RiverDogs
Charleston Sports Network
Charleston Wedding Planner
Charleston Weddings by Allison
Charleston Wine + Food
Charlestowne Hotels
CofC Sports Marketing
College of Charleston HTMT Department
College of Charleston Athletics
Comfort Suites West of the Ashley
Cougar Club
Country Club of Charleston
Courtyard Marriott
Cross & Dot
Dance Moves of Charleston
Das Fete
Deco Nightclub
Destination South
Duvall Catering and Events
Easton Events
Emerald Lodging
Encompass Design, Develop & Construct
ESPN Events
FIG
FOX Events
Francis Marion Hotel
Gillian Valentine
Global Experiance
Grand Bohemian Charleston
Guardian Alliance Technologies
Hilton Paris Opera
Historic Charleston Foundation
HobNob
Hollings Cancer Center
HVS
Indigo Road
Innovative Event Services
Interim Healthcare
Intrigue Design and Events
inventivENVIRONMENTS
Kaldon Designs
Kiawah Island Golf Resort
King Street Hospitality Group
Kuszmaul Design and PR
LendingTree
LowCountry Local First
Mara Singer Media
Mount Pleasant Culture Arts and Pride Commission
Music Farm
Obviouslee Marketing
Office of Tourism Analysis
Patrick Properties
Peper Events
Petaloso
Planters Inn
Polished Pig Media
Prohibition
Pure Luxe Bride
Raven Roxanne Art Studio
Rayka
Samantha Anderson Events
Seabrook Island Club
Sheraton New York; Marriott International
Spoleto Festival USA
Tara Guerard Soiree
The Dewberry
The Education Abroad Network
The Indigo Road
The Mills House Wyndham Grand Hotel
The Padgett Smith Project
The Palms Oceanfront Hotel
The Restoration Hotel
The Social Spool Co
Thyme & Joy
Touchpoint Communications
Trego-Dugan Aviation
True Blue Hospitality- Comfort Suites West of the Ashley
United States Golf Association

Walt Disney World
Wild Dunes Resort
Wyndham Vacation Ownership
xanterra
SCHOLARSHIP WINNERS 2018–2019

Greater Charleston Restaurant Association Scholarship - Lauren Furey
Charleston Wine & Food Festival Excellence Scholarship - Candace Pfister
Patrick Ringwald Scholarship - Hunter McFadden
Kiawah Island Golf Resort Scholarship - Emma Hart
Wild Dunes Resort Scholarship - Catherine Durham

HTM Award Winners 2018–2019

South Carolina Governor's Tourism Student Award
   Lauren Furey

   Academic Achievement Award
   Iris Mingxin Guo

   Outstanding Hospitality Major
   Emma Hart

   Outstanding Hospitality Minor Award
   Leanna Conti

   Outstanding Hospitality Concentration Award
   Elizabeth Mignon

   Non-Traditional Hospitality Student Award
   Elizabeth Cizunas

   CHAT Leadership Award
   Brandie Hawkesworth
Charleston Place Merit Awards

Mary Best
Elena Bonnefoi
Abbigail Curtis
Robert Dacosta
Paige Durham
William Friedman
Tanner Guthrie
Betsy Hafke
Laura Hall
Benjamin Kester
Hazel Kral
Jennifer Martin
Bo Memering
Hope Miller
Emmalee Reese
Katherine Stonestreet
Rebecca Welch
Sarah Zschunke

Outstanding Staff Award

Kristen Hua

Hospitality Philanthropy Award

The Shehab Family

HTM Industry Partner of the Year

Charleston Area Convention and Visitors Bureau
STUDENT GROUPS

The purpose of CHAT (Club of Hospitality and Tourism) is to provide an arena for the intellectual and experiential growth of our members who are interested in the hospitality and tourism industry. (CHAT Constitution, Article II.)

CHAT provides professional and academic growth opportunities for our members through enrichment activities and philanthropy in the industry. There are no fees to join the CHAT club and most events are free.

CHAT is also in affiliation with the School of Business Student Club Network.

CHAT OFFICERS 2018–2019

The purpose of CHAT (Club of Hospitality and Tourism) is to provide an arena for the intellectual and experiential growth of our members who are interested in the hospitality and tourism industry. (CHAT Constitution, Article II.)

CHAT provides professional and academic growth opportunities for our members through enrichment activities and philanthropy in the industry. Check out our announcements and calendar for some exciting upcoming events. There are no fees to join the CHAT club and most events are free.

CHAT is also in affiliation with the School of Business Student Club Network.

President: Emma Hart
Vice President: Brandie Hawkesworth
Director of Finance: Anjelika Servetas
Director of Social Media/Marketing: Kelsey Feltkamp
Director of Events: Cassidy Wasson
Faculty Advisor: Dr. Wayne Smith
EVENTS

This has been a very exciting and productive year for the department and students. Listed below are highlights of CHAT activities and speakers for 2018-2019.

September 2018
Houston Pearce, Merchants Hall
Hospitality Job Fair - Doubletree

October 2018
Dave Scypinski, Meetings and Events
Harbor Tour
CVent Recruitment at The Restoration

November 2018
Gaillard Tour
Heidi Novack, HVS

December 2018
Beatty Christmas Ball
CHAT elections

January 2019
Playa Bowls
The Spirit of South Carolina

February 2019
Bulldog Tours
Booth at Accepted Students Day
March 2019
The Sanctuary, Kiawah Island
Tour of Hotel Bennett
Tour of William Aiken House

April 2019
Pounce Cat Cafe
Booth at Accepted Students Day
Tour of Cannon Green

Recruiting

The HTM Department is very active hosting recruiting events on campus:

CVent
Four Seasons
Marriott International
Mandarin Oriental
St. Regis
Hotel Jerome
Kiawah Island Golf Resort

As part of our commitment to change and innovation, the HTM Department traveled with a group of students for a recruitment trip to The Four Seasons Orlando in which students participated in a two day intensive interview process with The Four Seasons human resource department. The trip was so successful that we plan to continue this in Orlando, as well as add a recruiting trip to CVent, Washington D.C. as well.
CAREER NETWORKING EVENTS

The Events Management curriculum evolved and expanded beyond the planning of departmental events to planning and managing major sponsored events, often in conjunction with professional event planners from the Charleston Area. The event practicum courses successfully planned events such as the grand opening of Merchants Hall, The Charleston Classic with ESPN Events, and the production of Steeplechase with GoCo Events.

The newly developed Flip the Fair was held in the spring of 2019 leading to over $6500 in sponsorship and employer registration fees contributing directly to the departmental foundation funds.

The synergistic success realized through the undertaking of these events is leading the way for the ongoing integration of student planning and production of program and institution supporting events throughout the next year.

Departmental, college and external stakeholders have all expressed appreciation for the great value and professionalism that these examples bring to the HTM program, industry relationships, and most importantly, our students.

OVERSEAS INTERNSHIPS

Dr. Litvin, Dr. McLeod, and Dr. Smith continually work with the industry and students to help make these work and internship opportunities possible.
## HTM SPEAKERS

The Hospitality and Tourism Management department is "Engaged" with the hospitality industry, and call upon them to share their expertise with the students. Listed below are guest speakers of 2018 - 2019.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/License</th>
<th>Company/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian Wander</td>
<td>General Manager</td>
<td>Charleston Renaissance</td>
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<tr>
<td>Mike Seekings</td>
<td>Councilman</td>
<td>Charleston City Council</td>
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<td>Melissa Griffin</td>
<td>Human Resource Manager</td>
<td>Wyndham Mills House Hotel</td>
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<tr>
<td>Alexandra Fisher</td>
<td>Owner</td>
<td>A. Caldwell Events</td>
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<tr>
<td>Emily Fralinger</td>
<td>Sales Manager</td>
<td>Icebox</td>
</tr>
<tr>
<td>Robert Morgan</td>
<td>General Manager</td>
<td>Charleston Renaissance</td>
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<tr>
<td>Augusta Cole</td>
<td>General Manager</td>
<td>Charleston Easton Events</td>
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<tr>
<td>Joe Norton</td>
<td>Owner</td>
<td>Taziki’s</td>
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<td>Katie Dowling</td>
<td>Revenue Manager</td>
<td>Hertz Corporate</td>
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<td>Sara Donohue</td>
<td>Owner</td>
<td>Cross &amp; Dot</td>
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<td>Katie Wells</td>
<td>Training Manager</td>
<td>SMG</td>
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<td>Perrin Lawson</td>
<td>Deputy Director</td>
<td>ExploreCharleston</td>
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<td>Alison Wilson</td>
<td>Director of Sales</td>
<td>Courtyard by Marriott</td>
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<td>Holly Rickards</td>
<td>Director of Sales</td>
<td>Hyatt Regency, DC</td>
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<td>Kelsey Stouffer</td>
<td>Director of Sales</td>
<td>Bella Grace Hotel</td>
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<td>Timothy Kline</td>
<td>Director of Sales</td>
<td>Wyndham Mills House Hotel</td>
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<tr>
<td>Meredith Cox</td>
<td>Catering Sales Manager</td>
<td>Francis Marion</td>
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<tr>
<td>Catherine Doherty</td>
<td>Director of Marketing</td>
<td>ExploreCharleston</td>
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<td>Tom O'Donnell</td>
<td>Former Regional President</td>
<td>Harrah's Entertainment</td>
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<td>Katie Dowling</td>
<td>Revenue Manager</td>
<td>Hertz Corporate</td>
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<td>Jeffery Payne</td>
<td>Director of Sales &amp; Marketing</td>
<td>Wild Dunes Resort</td>
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<td>Patrick Matheson</td>
<td>Director of Revenue</td>
<td>Wild Dunes Resort</td>
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<tr>
<td>Sara Mello</td>
<td>Area Revenue Manager</td>
<td>Belmond Charleston Place</td>
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<td>Mark McKellar</td>
<td>Director of Revenue</td>
<td>Kiawah Resort</td>
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<tr>
<td>Hailey Goldstein</td>
<td>Performance Marketing Mgr.</td>
<td>Blue Ion</td>
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<td>Erin Spencer</td>
<td>Content Marketing Specialist</td>
<td>Blue Ion</td>
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<td>Miles White &amp; Femi Oyediran</td>
<td>Owners</td>
<td>Graft Wine Shop</td>
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<tr>
<td>Roualeyn de Haas</td>
<td>Senior Group Sales Mgr.</td>
<td>South Carolina Aquarium</td>
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<tr>
<td>Landon Sanford</td>
<td>Founder/CEO</td>
<td>Rayka</td>
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<tr>
<td>Matthew Baio</td>
<td>VP of IT in the Americas</td>
<td>Marriott International</td>
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<tr>
<td>Justine Timmins</td>
<td>Associate Market Manager</td>
<td>Expedia</td>
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<tr>
<td>Houston Pearce</td>
<td>Founder/Managing Director</td>
<td>Pineapple Tours</td>
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<tr>
<td>Jessica Diaz</td>
<td>Sales &amp; Marketing Manager</td>
<td>GrowFood Carolina</td>
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</table>
HTM SPEAKERS

Becca Hiester, Associate Curator of Education
Patrick Judge, Program Manager
Tia Clark, Founder
Anna-Catherine Carroll, Mgr. of Preservation
Angela Mack, Executive Director & Chief Curator
Sam Pannier, Founder/Owner
Scott Cohen, President

The Gibbes Museum of Art
Destination South Meetings
Casual Crabbing with Tia
Preservation Society
The Gibbes Museum of Art
Hydrofly Water Sports
Grapevines
DEPARTMENTAL ENROLLMENTS

Fall 2018  
292

Spring 2019  
309

Total  
601

GRADUATIONS FROM HTM

2016/2017  
74

2017/2018  
86

2018/2019  
59

FACULTY RESEARCH

Peer-Reviewed Journals

Dr. John Crotts

Relationships between Hofstede’s cultural dimensions and tourist satisfaction: A cross-country cross-sample examination  
SS Huang, J Crotts  
Tourism Management 72, 232-241  
2019

Acculturation of Migrant Populations: An Exploratory Study Across Multiple Generations  
JC Crotts, JA Mazanec  
Tourism Culture & Communication 18 (4), 227-239  
2018

Pushing the boundaries of cross-cultural research.  
JC Crotts  
Tourism Culture & Communication 18 (4), 225-301  
2018

Analyzing the Motivation Factors in Support of Tourism Development: The Case of Rural Communities in Kurdistan Region of Iran  
M Ghanian, O Ghoochani, J Crotts  
Journal of Sustainable Rural Development. 1 (2), 137-148  
2017
FACULTY RESEARCH

Jeremy Clement


Dr. Robert Frash

A multidisciplinary marketing profile of motorcycle tourists: explorers escaping routine to find flow on scenic routes
RE Frash Jr, JE Blose, WW Smith, K Scherhag
Tourism Recreation Research 43 (4), 432-444
2018

A top box analysis of DinEX to optimize restaurant resources
JE Blose, RE Frash Jr, RB DiPietro
International Journal of Hospitality & Tourism Administration, 1-26
2017

Classifying restaurants to improve usability of restaurant research
BF Canziani, B Almanza, RE Frash Jr, MJ McKeig, C Sullivan-Reid
International Journal of Contemporary Hospitality Management 28 (7), 1467-1483
2016

Healthy parks, happy people: An exploratory study of a county park system
RE Frash Jr, JE Blose, WC Norman, M Patience
Journal of Park and Recreation Administration 34 (1)
2016
FACULTY RESEARCH

Daniel Guttentag

Commentary on “Authenticity and the Sharing Economy”: Which Airbnb Are We Talking About?
D Guttentag
Academy of Management Discoveries 4 (3), 373-375
2018

Why tourists choose Airbnb: A motivation-based segmentation study
D Guttentag, S Smith, L Potwarka, M Havitz
Journal of Travel Research 57 (3), 342-359
2018

Use of dynamic pricing strategies by Airbnb hosts
C Gibbs, D Guttentag, U Gretzel, L Yao, J Morton
International Journal of Contemporary Hospitality Management 30 (1), 2-20
2018

Pricing in the sharing economy: a hedonic pricing model applied to Airbnb listings
C Gibbs, D Guttentag, U Gretzel, J Morton, A Goodwill
Journal of Travel & Tourism Marketing 35 (1), 46-56
2018

Assessing Airbnb as a disruptive innovation relative to hotels: Substitution and comparative performance expectations
DA Guttentag, SLJ Smith
International Journal of Hospitality Management 64, 1-10
2017

Regulating innovation in the collaborative economy: An examination of Airbnb’s early legal issues
D Guttentag
Collaborative Economy and Tourism, 97-128
2017
Dr. Stephen Litvin

Online travel survey response rates and researcher ethnicity
B Pan, WW Smith, SW Litvin
International Journal of Tourism Research 20 (6), 779-781
2018

TripAdvisor and hotel consumer brand loyalty
SW Litvin, KM Dowling
Current Issues in Tourism 21 (8), 842-846
2018

The Effect of Delisting a Hotel Market from Online Travel Agency Websites: Evidence from Columbus, Georgia
B McLeod, SW Litvin, KC Heriot, A Jauregui, E Dempsey
Tourism Review International 22 (1), 41-48
2018

Keeping it fresh: Revisiting an historic tourist city’s streetscape improvement project
SW Litvin, JT Rosene
Journal of destination marketing & management 7, 12-17
2018

Goodbye Columbus: Accommodation Taxes and OTAs
B McLeod, SW Litvin, KC Heriot, A Jauregui, E Dempsey
Cornell Hospitality Quarterly 59 (1), 61-66
2018

A retrospective view of electronic word-of-mouth in hospitality and tourism management
SW Litvin, RE Goldsmith, B Pan
International Journal of Contemporary Hospitality Management 30 (1), 313-325
2018
Organic Versus Solicited Hotel TripAdvisor Reviews: Measuring Their Respective Characteristics
SW Litvin, RN Sobel
Cornell Hospitality Quarterly, 1938965518811287
2018

Hotel saturation and its impact upon destination marketing
SW Litvin, SL Romo
Journal of Vacation Marketing, 1356766718763703
2018

Revisiting Main Street: Balancing Chain and Local Retail in a Historic City’s Downtown
SW Litvin, JT Rosene
Journal of Travel Research 56 (6), 821-831
2017

Charleston’s newfound “entertainment zone”: should we be concerned?
SW Litvin, EB Wofford
Current Issues in Tourism 20 (3), 233-237
2017

A new perspective on the Plog psychographic system
SW Litvin, WW Smith
Journal of Vacation Marketing 22 (2), 89-97
2016

American Jewish youth’s attachment to Israel: implications for Israeli tourism
SW Litvin, JA Schancupp
International Journal of Business and Globalisation 17 (2), 189-204
2016

It’s got to ‘fit’-exploring corporate sponsorship decisions for festivals
WW Smith, RE Pitts, SW Litvin, RW Mack
International Journal of Hospitality and Event Management 1 (4), 293-304
2016
FACULTY RESEARCH

Dr. Brumby McLeod

The Effect of Delisting a Hotel Market from Online Travel Agency Websites: Evidence from Columbus, Georgia
B McLeod, SW Litvin, KC Heriot, A Jauregui, E Dempsey
Tourism Review International 22 (1), 41-48
2018

Goodbye Columbus: Accommodation Taxes and OTAs
B McLeod, SW Litvin, KC Heriot, A Jauregui, E Dempsey
Cornell Hospitality Quarterly 59 (1), 61-66
2018

Dr. Wayne Smith


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Other Intellectual Contributions

Dr. John Crotts

Wine Sales and Distribution: The Secrets to Building a Consultative Selling Approach
P Wagner, JC Crotts, B Marlowe
Rowman & Littlefield Publishers
2019

Examining the connection of wine tourism to wine export in china: The case of Margaret river
J Pearce, S Huang, J Crotts, Q Gu
CAUTHE 2018: Get Smart: Paradoxes and Possibilities in Tourism, Hospitality ...
2018

4 Teaching sales and negotiations
JC Crotts
Handbook of Teaching and Learning in Tourism, 42
2017
Jeremy Clement


Daniel Guttentag

Virtual reality and implications for destination marketing
T Griffin, J Giberson, SHM Lee, D Guttentag, M Kandaurova, K Sergueeva, ...
2017

The VFR Hosting Activity of Immigrant and Canadian-Born Residents
T Griffin, D Guttentag
2017

Why tourists choose Airbnb: A motivation-based segmentation study underpinned by innovation concepts
D Guttentag
University of Waterloo
2016

Airbnb: why tourists choose it and how they use it
D Guttentag
University of Waterloo e Ryerson University. Disponibile online: https://www ...
2016

Delphi technique
DA Guttentag, SLJ Smith
Encyclopedia of Tourism, 231-232
2016
Dr. Stephen Litvin

Comparing the Influence on Trip Planning Behaviour of Using Selective “Place Appeal” Versus an “All Inclusive” Style in Destination Marketing
S Elliot, SW Litvin
2016

Dr. Wayne Smith


Questions or Comments?

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