Hospitality & Tourism Management
Department

Annual Report 2014-2015
EXECUTIVE SUMMARY

The Hospitality & Tourism Management Department has implemented strategic initiatives and the program flourishes and grows each year.

STRATEGIC HIGHLIGHTS:
The Strategic Pathway to Excellence for the Hospitality & Tourism Management includes:

Clements, Jeremy
1. Up-date Internship Web page/manual
2. HTMT 444-Internships
3. HTMT/ARTM 362- Events Management
4. Development of Events-Running with the Hounds/The Big Fake Wedding

Crotts, John
1. Online summer course Service Operations Management (HTMT 352)
2. Experiential delivery of HTMT 352, 353 and 355
3. Cvent Certification/HTMT 353
4. MBA 560-Negotiations Skills, Personal Selling and Sales Administration
5. Only Negotiation Skills course offered in South Atlantic

Frash, Bob
1. MBA students in Hong Kong and Shenzhen, China
2. “Bachelor-Plus” program, Worms, Germany
3. New BPS Concentration in hotel and restaurant management (pending)
4. HTMT 310 Special Topics- Legal Aspects of Business Startup/Management Department
5. Business Writing Tutor Program (HTMT 488)

Litvin, Steve
1. Principles and Practices in Hospitality & Tourism (HTMT 210) recruitment tool
2. Recruitment visitation (out of state)
3. International Colleague-Singaporean
McLeod, Brumby
1. On-Line Summer -Principles and Practices In Hospitality Tourism Management (HTMT 210)
2. Study Abroad -Destination Management in Iceland (HTMT 360)
3. Enhances internship opportunities in hotels
4. Interim Directorship-Schottland Scholars Program
5. Faculty speakers/Accepted Student Weekend/TEDx-style format

Pan, Bing
1. Worked with colleagues and planned the MBA study abroad program in China
2. STR Training and CHIA Certification in Hotel Industry Analytics
3. Designed new MBA course Forecasting and Business Analytics
4. New Intro to Revenue Management Course (HTMT 360)

Smith, Wayne
1. Hosted REACH Students in HTMT 210
2. First Year Experience Learning Community and offered course in Fall 2015/Spring 2016 with Math 104/HTMT 210
3. MBA students in Shenzhen, China
4. Undergraduate Special Topics Course in Shenzhen and Hong Kong, China
5. John’s Island High School Hospitality Program

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. Also the newest retail growth spurt has given our students a greater number of career opportunities and made our program even more attractive. We have one of the largest advisory boards at the College, which gives us the opportunity to grow and change but still supports our students, with awards, scholarships, various types of internships and other workplace experiences.
**LOOKING AHEAD**

**Five-Year HTMT Strategic Plan**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Method of Attainment</th>
<th>Tentative Time Frame</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruit diverse student candidates</td>
<td>Create new articulation agreement with TTC and other community colleges who serve a more diverse minority student population</td>
<td>2012-2015</td>
<td>“Bachelor-Plus” exchange program</td>
</tr>
<tr>
<td>Recruit high-quality students</td>
<td>Hire an HTM admissions officer who will: 1) Support and enhance Coffs’s Office of Admissions efforts by providing marketing materials 2) Travel to high schools to promote the HTM major 3) Expand the number of freshman scholarships</td>
<td>2012-2015</td>
<td>SAT for HTM Intending Majors (Approximately) 2014 1,079 2015-1,143 SOB 2015-1,120 ETS Scores: College of Charleston HTM Percentile Ranking 84% SOB Ranks 87%</td>
</tr>
<tr>
<td>Encourage continuous improvement of course instruction</td>
<td>Increased budget for attendance at academic workshops and conferences</td>
<td>2012-2015</td>
<td>MBA Focus</td>
</tr>
<tr>
<td>Offering certificate programs responsive to the professional community needs</td>
<td>Department will offer non-credit continuing education programs for industry professionals</td>
<td>2012-2015</td>
<td>Pending</td>
</tr>
<tr>
<td>Develop online courses</td>
<td>Work with the North Campus</td>
<td>2012-2015</td>
<td>HTMT 210-Prin. &amp; Prac: HTMT 352-Service Operations</td>
</tr>
</tbody>
</table>
## Research

<table>
<thead>
<tr>
<th>Objective</th>
<th>Method of Attainment</th>
<th>Tentative Time Frame</th>
<th>Outcome</th>
</tr>
</thead>
</table>
| Expand international scope of Office of Tourism Analysis | Make Research Assistant’s position permanent  
Hire an ongoing series of visiting professors, who will engage in global research initiatives | 2012-2015 | Visiting Faculty 2014-2015  
Shaanxi Normal University  
Dr. Zhenbin Zhao, Dr. Dongqian Xue, Dr. Beibei Ma  
Rainmaker Group  
Dr. Jian Wang & Sneha Bishnoi  
Temple University  
Dr. Yang Yang |

### Endowed Distinguished Research Chairs in:

1. **Tourism Consumer Behavior**
   - Articulation of Distinguished Research Chairs’ outcomes
   - 2012-2015
   - Pending

2. **Hospitality Technology**

### Expand quantity and quality of faculty research

- Augment budget or faculty travel related to research outcomes
- 2012-2015
- Among the Top 50 Researchers
- Bing Pan  
Steve Litvin  
John Crotts

## Experiential Learning

<table>
<thead>
<tr>
<th>Objective</th>
<th>Method of Attainment</th>
<th>Tentative Time Frame</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of a Professional Speaker Series</td>
<td>Corporate or private sponsor</td>
<td>2012-2015</td>
<td>Pending</td>
</tr>
<tr>
<td>Objective</td>
<td>Method of Attainment</td>
<td>Tentative Time Frame</td>
<td>Outcome</td>
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<td>-----------</td>
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<tr>
<td>Expansion of the Club for Hospitality and Tourism (CHAT) to facilitate more experiential field trips and activities</td>
<td>Endowed Scholarship</td>
<td>2012-2015</td>
<td>Pending</td>
</tr>
<tr>
<td>Development of three-year work co-op programs with high-quality resorts, hotels, restaurants, event management companies, etc.</td>
<td>Meeting with industry candidates to articulate agreements</td>
<td>2012-2015</td>
<td>Enhanced Internships</td>
</tr>
<tr>
<td>400 hour work-experience prerequisite for HTMT 444</td>
<td>Curriculum proposal</td>
<td>2012-2015</td>
<td>N/A</td>
</tr>
<tr>
<td>Reduce summer tuition for out-of-state HTMT 444 internship students to in-state tuition plus 20%</td>
<td>Create proposal for bursar’s office</td>
<td>2012-2015</td>
<td>N/A</td>
</tr>
<tr>
<td>Seek scholarships to support HTM practicum classes</td>
<td>Work with SB development officer</td>
<td>2012-2015</td>
<td>Wine &amp; Food Festival Association</td>
</tr>
</tbody>
</table>

Chair:  Dr. Robert Frash  
Department:  Hospitality & Tourism Management  
School of Business  
College of Charleston
Perfect Fit!

The College of Charleston’s location in the #1 city in the world for hospitality has made the hospitality and tourism management program a perfect fit. This area offers a broad range of employment opportunities in the hospitality industry which include: hotels, resorts, restaurants, food service, event planning, destinations, attractions, recreation, sports, airlines and, cruises. Being part of an AACSB accredited business school and having faculty that are world class researchers have added to our program’s appeal.

Hospitality & Tourism “is a vast, dynamic and growing industry which provides tremendous opportunity for students who enjoy working with people.”

The Hospitality & Tourism Management program has steadily grown since fall 2006, increasing in numbers to well over 400 making are program one of the fastest growing at the College. With the financial support of our advisory board and industry partners the students have had some fantastic internships and career opportunities. We have established a close relationship with the Renaissance, Marriott, Wild Dunes Resort, Kiawah Resort, and Francis Marion Hotel and thru this partnership the companies offer enhanced internships, with guarantees of employment upon graduation.

With this growth we have still managed to keep a close relationship with our students and alumni thru our two HTMT list servers which combined now have over 2,000 subscribers and the Face Book page that has over 481.

Our department has 7 full time permanent members whose background includes foodservice, lodging, geography, statistical expertise, accounting, research and strategic planning and budget management.

Adjuncts
The Hospitality & Tourism Management Department has remained very active in recruiting industry professionals to teach our special topics courses.

The department created an HTMT 310- Current Topics in Hospitality and Tourism Management course that explores current issues related to the hospitality and tourism industries. Topics will vary depending on the instructor. Professional qualified individuals will lead classes in advanced topics such as, Diversity & Inclusion in Hotels/Hospitality, venue management, beverage
management, business etiquette, project management for events, public relations strategies in meeting planning, cruise ship management, destination management, and others. The respective topic will reflect the instructor’s particular professional expertise.

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.

**ACADEMIC DEGREE PROGRAMS**

**Majors**
318

**Concentrations**
21

**Minors**
78

**INTERDISCIPLINARY PROGRAMS**

- ARTM/HTMT 362 Events Management
- ECON/HTMT 360 The US Casino Industry

**VISION STATEMENT**

N/A

**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 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 Study 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

PRIORITIES

See Five-Year Strategic Plan above.

PROGRAM ACCOMPLISHMENTS******

2014-2015 has exceeded the Hospitality & Tourism Management Department’s expectations. The department has been productive offering new events, courses, and employment opportunities.

Our students were given the opportunity to participate in the “Frankly Speaking Series”, “Career Fair”, “Cheers to the Future”, and numerous recruitment opportunities provided by Wild Dunes Resort, Kiawah Island Golf Resort, Marriott International, Marriott Vacation Club and Destination Hotels & Resorts. We were pleased with the interest and the number of students who participated.

Recent interest in the beverage industry has prompted the Hospitality and Tourism Management Department to expand their special topic courses to include wine, beer and spirits. These courses are designed to give the students an overview of the wine and beer industry, including international trade regulations. Dr. Michael Cohen has been teaching Essentials of Wine as a one hour special topic.
course since fall 2011 and assisted numerous students with internships, scholarships, and employment opportunities in this field of interest.

Current changes to our internship program were brought about by the addition of Jeremy Clement our new Internship Coordinator. He has worked on making the necessary revisions to the HTMT Internship Website, program materials, (e.g. Student Internship Manual) and Host Partner Organization. This has enabled the department to make dynamic improvements in the program and developed new industry relationships. With our growing needs and Jeremy’s IT background he was able to locate an internship program that will better suit the needs of our students and host industries. The generous support of our HTM Advisory Board Executive Committee we were able to purchase the WIZE-HIVE database management program.

Michael Cahill, a parent of two Hospitality & Tourism Management graduates has generously given the Hospitality and Tourism Management Department a gift of $75,000 for International Student Internships. The scholarship will be made available to all eligible candidates upon declaration of intent and action towards arranging a study abroad experience. This is in line with our global initiatives.

The department voted to change the Hospitality and Tourism Management Minor course requirements with the approval and support of the Economics Department. The removal of Principles of Microeconomics (ECON 200) as a course and the addition of the Hospitality Internship (HTMT 444) for credit the changes were complete. With the support of the department, School and College the changes will become effective Fall 2015.

Both Dr. Bing Pan, Dr. Wayne Smith and Dr. Brumby McLeod have been busy designing and updating course work for the Revenue Management Focus. Dr. Pan’s new course Hospitality Forecasting and Business Analytics gave the students a hands-on “ready to work” approach. The department remains actively involved in the continued development of the Revenue Management Focus in the MBA program. Additionally, Dr. Crotts’ updated course information dealing with negotiations, personal selling and sales administration has certainly been an added plus for the MBA program, overall.

One of the Hospitality & Tourism Management greatest strengths is that we are part of an AACSB accredited school and are required to take business courses to complete our 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 36 multiple choice questions designed to assess students’ competencies in critical thinking, reading, writing, and mathematics. The test is administered every three years, usually in the spring semester of the academic year”.

<table>
<thead>
<tr>
<th>MAJOR</th>
<th>SCORE</th>
<th>NATIONAL PERCENTILE RANKING</th>
</tr>
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<tbody>
<tr>
<td>Accounting</td>
<td>457</td>
<td>84\textsuperscript{th}</td>
</tr>
<tr>
<td>Business Administration</td>
<td>458</td>
<td>87\textsuperscript{th}</td>
</tr>
<tr>
<td>Economics</td>
<td>475</td>
<td>99\textsuperscript{th}</td>
</tr>
<tr>
<td>Finance</td>
<td>464</td>
<td>97\textsuperscript{th}</td>
</tr>
<tr>
<td>Hospitality and Tourism</td>
<td>457</td>
<td>84\textsuperscript{th}</td>
</tr>
<tr>
<td>International Business</td>
<td>454</td>
<td>79\textsuperscript{th}</td>
</tr>
<tr>
<td>Marketing</td>
<td>455</td>
<td>80\textsuperscript{th}</td>
</tr>
</tbody>
</table>

School of Business – Overall Score 458.3 ranks in the 87\textsuperscript{th} percentile nationally
College of Charleston – Overall Score 457.39 ranks in the 84\textsuperscript{th} percentile
National Average 447.89 – 42\textsuperscript{nd} percentile

The Hospitality and Tourism Management department continues to excel in the number of students completing the On-Line Student Evaluations. The department’s response rate is always well above the other areas at the School and College. We were pleased to receive an email from Dean Shao congratulating the faculty on their great job!

“Colleagues-You did a great job in getting students to fill out the course instructor evaluation forms. Special congratulations go to Bob Frash and the HTMT Department for their 80% response rate!”

The Hospitality and Tourism Management department continues to grow and expand its international course offerings and global initiatives. “Charleston is a growing metropolis and is an ideal destination for students to study the dynamics of the hospitality industry, and our faculty prepares them well for the opportunities here and beyond.”
UNUSUAL CURRICULM OFFERINGS

The Hospitality and Tourism Management Department has always been open to the idea of new and different curricular offerings. 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. The students have really enjoyed and learned a lot about a various amount of subjects. Listed below are the courses offered this year:

Fall 2014

Three Credits
Beverage Management Services-Michael Cohen
Enterprising Events in Recreation-Thomas Rourke/Robert Frash
Social Media for Hospitality-Katie Wells
One Credit Special Topics
Business Etiquette-Cynthia Grosso

Spring 2015

Three Credits
Tourism Issues for Cities and Towns-Tim Keane
Events Practicum-Elizabeth Murphey
The US Casino Industry-Dr. Douglas Walker

One Credit
Advanced Concepts in the Wine Business-Michael Cohen
Advanced Concepts in the Beer Business-Michael Cohen
Legal Aspects of Starting a Business for Entrepreneur-Michael Cahill

HONORS PROGRAM

None

HONORS COURSES

None

HONORS THESES COUNSELING

Dr. Steve Litvin
Dr. Brumby McLeod
Dr. Wayne Smith
FIRST-YEAR EXPERIENCE AND REACH

• FIRST YEAR EXPERIENCE –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. Wayne Smith continued to work closely with the Math Department to offer an HTMT 210 and MATH 104 course in fall 2014/spring 2015.

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.

The department is always offering new and exciting courses of interest to our students. The US Casino Industry taught by Dr. Douglas Walker, of the Economics Department is one of these courses. It is cross listed for both the Economics and Hospitality area and fills up quickly. “Most of the course is focused on casino gambling, but includes examining lotteries, poker, online gambling, and a few other topics.” This counts as an upper level elective for our program as well as economics.

DISTANCE EDUCATION OFFERINGS
The Hospitality & Tourism Management department continues to expand their on line course offering and now teach both Principles and Practices of Hospitality & Tourism (HTMT 210) and Service Operations Management (HTMT 352) during the summer. The department has also begun offering the HTMT 210 on-line course during fall and spring semesters.

On-line 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 352- Service Operations Management taught by Dr. John Crotts**
  This course is designed to explore, challenge and refine the principals of guest-services management -- be it a hotel, restaurant, attraction, airline, special event, etc. The course is built upon our understanding that *service excellence* is achieved through *strategy, systems and staff*. By the end of this course, you should have an understanding and appreciation for: (1) facility designs and layouts; (2) planning and analyzing service delivery systems (3) defining and measuring service quality; (4) service recovery; (5) strategies for managing demand (i.e., queue psychology, yield management, etc.) and supply (i.e., employee scheduling, cross training, etc.); (6) interpersonal communication (i.e., employee motivation, empowerment, conflict management and resolution, managing diversity); and (7) making continual improvements a competitive strategy.

We are working closely with other School departments to create new and interesting on line courses.

**ON-LINE PROFESSIONAL DEVELOPMENT PROGRAMS**

N/A

**INTERDISCIPLINARY COURSES**

- ARTM/HTMT 362 Event Management
- ECON/HTMT 360 The U.S. Casino Industry

**INTERNATIONALIZATION/GLOBALIZATION**

The department has been very pleased to expand our list of international courses offered in 2014-2015 and our study abroad courses include China, Dubai, Hong Kong, and Iceland.

Shenzhen, China – Dr. Bing Pan, and Dr. Wayne Smith
Hong Kong – Dr. Bing Pan
Iceland – Dr. Brumby McLeod
Europe – Hilton Worldwide – Dr. Brumby McLeod

**Global Scholars Faculty**
Dr. Bing Pan, Chinese and English

**Short-term Faculty-led Overseas Programs included:**
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 four programs are located in Australia, Germany, China, and Austria. To learn more about HTM summer study abroad programs, contact the Student Success Center.

**Teaching Abroad (for other universities)**

List here (institution and faculty member)

Dr. Crotts has taught in the MIC University and schools:
- Management Center-Innsbruck Austria
- Hospitality Sales and Sensory Marketing

Dr. Pan has worked (e.g. lectured, taught, attended workshops, etc.) with Shaanxi Normal University, Xi’an, China; and Hong Kong Polytechnic University in Hangzhou, and Shenzhen, China.

Dr. Wayne Smith has taught undergraduate and MBA courses in Shenzhen, China.

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

MCI University (Innsbruck)
Dr. Crotts is a visiting adjunct professor, annually teaching short 1-2 day courses in Hospitality (Group) Sales and Service Operations Management in their tourism management programs.

Dr. Frash has facilitated an MOU between University of Applied Sciences Worm (Fachhochschule Worms), an institution of higher education located in Worms Germany.

Dr. Frash has been working on a joint research and development project which could be used for professional development training for non-traditional students with the aid of Dr. John Fong, Director of Marketing & International Relations, at the Emirates Academy of Hospitality Management, in Dubai, UAE.
PERSONALIZED EDUCATION
The following is a summary of the departments’ contribution to a more personalized education:

- Bachelor’s essays-
  Dr. Steve Litvin and Dr. Brumby McLeod have been very active working with students who are required to complete a bachelor’s essay for the Honors College.

<table>
<thead>
<tr>
<th></th>
<th>Fall</th>
<th>Spring</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internships for Academic Credit</td>
<td>43</td>
<td>47</td>
<td>90</td>
</tr>
<tr>
<td>Internships for Non-credit (minor)</td>
<td>9</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Independent Study projects</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dr. Wayne Smith</td>
<td></td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Dr. John Crotts</td>
<td></td>
<td>2</td>
<td></td>
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</tbody>
</table>

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.

The overall unique learning experience will be guided by a Learning Contract outlining specific work-related experiences and academic components designed to enhance the student's knowledge. Additionally, students will attend each of the scheduled advisory sessions conducted by faculty at two times during the semester: 1) at the commencement of the academic semester and 2) prior to the midterm report submission date. The internship course is designed to help students work both individually and collaboratively in a real workplace environment that is characterized by diversity, uncertainty, and rapid change. The work environment will require that students utilize and improve their communication skills while working with clients, supervisors, and co-workers. 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.
Host Include:

Active HTMT Internship Host Partners

Includes organizations affiliated with the HTMT Advisory Board, organizations providing Enhanced Internship opportunities and/or organizations which have provided upwards of 10 internship opportunities in recent years.

- American Lung Association in SC
- Belmond
- Belmond Charleston Place Hotel
- Belmond La Samanna
- Charleston Grill
- Charleston harbor Resort & Marina
- Charleston River Dogs
- Charleston Wine & Food Festival
- Charming Inns
- Circa 1886
- Courtyard-Marriot Charleston
- Historic District
- Double Tree
- Duvall Catering & Event Design
- Embassy Suites
- Francis Marion Hotel
- Hilton Worldwide
- Intercontinental Hotels
- Island Realty Vacation Rentals
- JHM Hotels
- Kiawah Island Golf Resort
- King Charles Inn
- MUSC Children’s Hospital Fund
- MUSC Hollings Cancer Center
- MUSC Office of Development
- MUSC Office of the President
- N. Charleston Coliseum & Convention Center
- Patrick Properties Hospitality Group
- Renaissance Charleston Historic District
- SMG K’nekt Sales
- Spiritline Cruises
- Spoleto USA
- Springhill Suites Marriott
- The Planters Inn
- The Sanctuary at Kiawah Island Golf Resort
- Wentworth Mansion
- Wild Dunes Resort

2014-2015 Internship Host Partners

Including all organizations providing internships during the 2014 or 2015 calendar year (to date)

- 1837 Bed and Breakfast
- Battery Carriage House Inn
- A Charleston Bride
- A Signature Wedding
- A Caldwell Events
- American College of the Building Arts
- Ansonborough Inn
- Around Campus Group
- Charleston Harbor Tours
- Charleston Marriott
- Charleston Place Spa
- Charleston SEO Firm
- Charming Events of Charleston
- Chellstone Hotels
- Chase After a Cure
- City Corridor
<table>
<thead>
<tr>
<th>DEPARTMENT OF HOSPITALITY &amp; TOURISM MANAGEMENT</th>
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<tbody>
<tr>
<td>Art of Creating</td>
</tr>
<tr>
<td>Askins Design Group</td>
</tr>
<tr>
<td>Augusta Country Club</td>
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<tr>
<td>Aya Cookhouse</td>
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<tr>
<td>Bennett Hospitality</td>
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<tr>
<td>Best Chefs America</td>
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<tr>
<td>Black Bean Co</td>
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<tr>
<td>Breeze Events</td>
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<tr>
<td>Brightsound Entertainment</td>
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<tr>
<td>Bubba Gump Shrimp Co.</td>
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<tr>
<td>Burlap Elephant</td>
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<tr>
<td>Byrdhouse Leapfrog</td>
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<tr>
<td>California Dreaming</td>
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<tr>
<td>Carolina Yacht Club</td>
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<tr>
<td>Cathead Distillery</td>
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<td>Cavbortress</td>
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<tr>
<td>Charleston Distilling Co</td>
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<tr>
<td>Fox Events, LLC</td>
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<tr>
<td>Frampton’s Flowers</td>
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<tr>
<td>Freehouse Brewery</td>
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<tr>
<td>Georgia State Games</td>
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<td>Harbor Accelerator</td>
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<tr>
<td>Hinman Dental Society</td>
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<td>Historic Smalls Alley</td>
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STUDENT GROUPS

CHAT / 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’s goal is to provide 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 of our events are free.

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

CHAT Officers 2014-2015 - Faculty Advisor Dr. Bing Pan

President: Rachel Bradd braddrj@g.cofc.edu
Vice President: Juliette Guerry guerryjn@g.cofc.edu
Secretary: Christine Policastro policastroct@g.cofc.edu
Director of Finance: Rachelle Lindstrom lindstromrh@g.cofc.edu
Director of Internal Relations: Madeline Knowlton knowltonmh@g.cofc.edu
Director of External Relations: Perri Schwartzman schwartzmanpa@g.cofc.edu
Director of Communications: Meredith Cox coxma@g.cofc.edu

A special thanks to Madeline Knowlton the 2013-2014 president for all her hard work and continuing to work with CHAT.

College of Charleston Cheese Club - Dr. Robert Frash, Faculty Advisor
Do you like cheese? College of Charleston does too!

The College of Charleston Cheese Club hosted their first informational meeting in the Admissions office. It is sure to be a Gouda time.
EVENTS

Recruiting-
The HTM Department has been very busy this year hosting recruiting events on campus.

**Wild Dunes Resort (November, 2014)**
**Kiawah Island Golf Resort (November, 2014)**
**Marriott International (January, 2015)**

Marriott International scheduled 13 interviews for the management training program known as Voyage. Among the four finalists were Chelsea Wright, Karly Wiechec, and Charlie Linder. The company flew them to Baltimore for the final interview. All four were offered and accepted the position.

**Marriott Vacation Club (February, 2015)**
**Destination Hotels & Resorts (February, 2015)**

Frankly Speaking-
Under the guidance of an HTM Advisory Board member a group of students meet with a business owner and staff and asked questions concerning business practices. This gives the students an opportunity to find out what the “working world” is really like. These events typically include 6 - 12 students. The smaller, less formal, setting allows for a more “frank” and honest conversation. This is a great experience for the students.

The department was fortunate enough to have the following hosts:

- Fall 2014
  - Randall Goldman-Patrick Properties
  - John Keener- Crab House
  - Frank Fredericks-Wild Dunes
- Spring 2015
  - Rich Widman-Wentworth Mansion
  - Rick Mosteller-Spirit Cruises
  - Dave Holscher-Performing Art Center

Career Networking Events-
The “Cheers to the Future” was hosted on March 25th at the Holiday Inn Charleston Airport and Convention Center by Daniel Blumenstock, Director of Hotel Operations. This event was held in conjunction with the Board of Governors CACVB Travel Council meeting which gives our students the opportunity to meet and speak to the members. Before the meeting the students attended an etiquette presentation given by Paula Miller a trainer for SMG Corporation.
“Career Day” was hosted by the Hospitality & Tourism Management Department and two international lodging companies. Marriott International Inc. and Destination Hotel and Resorts, Inc. having the event at the School gives more students the opportunity to attend between classes.

Young Guns-
CHAT host’s the “Young Guns” sessions when alumni come back to campus to share their HTM industry experiences with our current students. Faculty and current students are welcome to come. Some good networking and always good advice and fun stories from our alumni. We will have alumnus from hotel industry, meeting planning, food services, hospitality sales and marketing… something for every interest

Young Guns

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<tr>
<th>Fall 2014</th>
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<tr>
<td>Keely Laughlin</td>
<td>Chance Cox</td>
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<td>Parker Allen</td>
<td>Katie Frederick</td>
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<td>Candace Crompton</td>
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<td>Kristen Wolfe</td>
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<td>Jenny Alstad</td>
<td>Elizabeth Hiott</td>
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HTM Advisory Board-
The HTM Advisory Board Meeting was held on February 18, 2015, and this year the Executive Board decided to enlist the aid of the full board to help fund programs. One of the top priorities for the department was to purchase a new and more user friendly internship program that could be easily used by the students, faculty and industry partners. The WIZE-HIVE database management program was selected and presented to the board. With the generous support of seven board members we were able to purchase the program.

PLACEMENTS 2014-2015
Jennifer Bozard, Director of Human Resources at the Kiawah Island Golf Resort was pleased to share this employment information.

Kevin Braitsch  Director of Banquets/Restaurant General Manager - Villa Resort
Missy Wurthmann General Manager of KIGR Villa Resort
Matthew Jasso  Director of Property Management and Housekeeping
Jessie Simpson  Assistant Director of Human Resources
Sarah Morgan  Director of Guest Services
Amanda Richard Club Concierge
Jack Case  Marketing Director
Craig Ross  Director of Maintenance
Chaisson Dangerfield has been working for Duval Catering and Event Planning for over two years and will continue after graduation. She was a runner-up for the 488 Business Plan Presentation and former OTA student worker.

Elizabeth VanDorpe has accepted a position as the senior line staff coordinator in charge of In-Room Dining Services at the Four Seasons Resort Orlando at Walt Disney World Resort.

Chance Cox has accepted a position in the management training program for the Hyatt Regency Hotel in Guiyan China. He will remain in China for a minimum of six months and is being trained to manage their new five-star restaurant in the hotel.

Dr. Michael Cohen who teaches our Beverage Management and Wine courses has been very instrumental in obtaining internships, positions and awards in the wine industry.

Sara Brennan – Baking /pastry program in the Culinary Institute of America (CIA)  
Chanel Goldberg – Graduate of CIA, sales and catering coordinator for Intercontinental Group in Boston  
Abby Falconer – Manager, W90+Wines, Avondale FL  
Wendy Keefer – Manager, Mira Vineyard Tasting Room Charleston, SC  
Margaret McConnell – Administrator New Orleans Jazz and Heritage Festival  
Kayla Bogad – Intern-acting beverage manager for Aya Cookhouse and Red Orchid  
Charlotte Simmons – Intern with Cathead Vodka, Charleston, SC  
Kendall Moore – Intern-associate beverage manager with Social Wine Bar
Overseas Internship
Dr. Brumby McLeod assisted in placing 4 students in the Hilton Worldwide. Two of the students were placed in London, England and two were placed in Amsterdam, Netherlands. The summer program for 2015 has added the additional option of Paris, France.

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 to share their expertise with the students. Listed below are lists of speakers:

Clement, Jeremy
HTMT 362
Kendra Sweet, Owner                           Kenda Sweet Events
Shannon Ilsey, Event Manager                  Patrick Properties Hospitality Group
Megan Trotter, Sr. Manager                    Patrick Properties Hospitality Group
Paula Miller, Consultant & Owner              SMG, K.E.W. Solutions
Charles Moore, AGM/Hotel Manager              Charleston Marriott
Sara Donahue, Owner                           Cross & Dot
Becker Hall, Founder & Director               Hogs for a Cause
Laura Campbell, Nat’l Sponsorship Director    Southern Shows, Inc.
Adam White, Executive Director                Chase After a Cure
Mary Zapatka, Talent Coordinator              Charleston Wine & Food Festival
Liz Bacon, Talent Coordinator                 Charleston Wine & Food Festival
Rebecca Gosnell, Owner                        GoCo Events
Ben Toy, Owner                                 On Purpose Adventures
LaBruce Trammell, Marketing Director          The Not Wedding/Big Fake Wedding
Jen Caruso, Independent Event Manager         Southern Ground, CHSWFF
Randi Weinstein, Operations Director          Butcher & Bee
Alex Pridgen, Event Manager                   SMG, N. Charleston Coliseum/PAC
Lt. J. Emanuele, Special Event Lieutenant     Charleston City Police Dept.

Crotts, John
HTMT 352
Bill Hall, CEO                                Halls Restaurant Group
Vipin Minon, Director of Food and Beverage
Mickey Bakst, Restaurant Manager
Jennifer Arnold, Director of Sales
Ashley Jarvis Barrett, Sales Manager
Andrew Stickland, Business Development Leader
Zach Guest, Direct Marketing Manager
Mickey Bakst, Restaurant Manager
Jennifer Arnold, Director of Sales
Ashley Jarvis Barrett, Sales Manager
Andrew Stickland, Business Development Leader
Zach Guest, Direct Marketing Manager

The Sanctuary and Kiawah Island Resort
Charleston Grill
Hilton Garden Inn, Mount Pleasant
Hilton Garden Inn, North Charleston
SPARC, Charleston
American Benefit Services

All of these guest speakers are former graduates of the class

Good pedagogy learned from peers who teach in this subject area strongly suggests no guest speakers for such a course.

Frash, Robert

HTMT 370
Joe Norton, Owner
Denise Fugo, Past President
Anthony DiBernardo, Chef-Owner

Tazikis Mediterranean Grill, Five Loaves
Café and Sesame Restaurants
National Restaurant Association
Swig & Swine, and current President of the Greater Charleston Restaurant Association
Event Doctors and Ice Box Catering

HTMT 488
Matt McKeown, Owner
Howard Letts, General Manager
Jonathon Oakman, VP for Development
Jordan Lanier, Development Manager
Ken Koos, Principal
Bobby Warrick, Vice President
John Riddick, Commercial Banker
Jim Hutto, VP of Commercial Relationship Banking
Ned Jervey, Commercial Banker
Art Richek, CFC
Tom Doyle, Owner and Founder
John LaVerne, Owner
Randall Goldman, Managing Partner
Rick Mosteller, COO
Elaine Savarese, Owner
Monique Semper-Flynn, Director of Public Relations
Amelia Scott, Online Marketing Specialist

Event Doctors
Restoration on King Hotel
Charleston City Planning
Charleston City Planning
Capital Business Solutions
CresCom Bank
CresCom Bank
Island Reality
Palmetto Carriage
Bulldog Tours
Patrick Properties
Spirit Line Cruises
Frampton Florists
Greater Charleston Restaurant Association
Hilton Hotels
MBAD 532-01
Vick Au, Market Director of Revenue Strategy
Joanna Liu, Revenue Manager
Pierre-Antoine Penicaud, Area Director of Revenue Strategy
Cherry Ko, eCommerce Sales Manager
Katrina Lo, Senior Revenue Manager

Southern China Cluster, Marriott International Inc.
Southern China Cluster, Marriott International Inc.
South China, Marriott International Inc.
Marriott Hong Kong Cluster, Marriott International Inc.

Litvin, Steve
HTMT 210
Kim Bradford, Incentive Sales Manager
Melissa Goocher Griffin, Human Resource Manager
Alexandra Fisher, Owner
Emily Fralinger, Manager Food & Beverage
Brian Wander, General Manager
Kim Francis, Human Resource Manager

Orient Express Hotel
Charleston Place Hotel
A Caldwell Events
Charleston County Club
Marriott Charleston Renaissance Hotel
Marriott Charleston Renaissance Hotel

HTMT 350
None

McLeod, Brumby
HTMT 351
Preston Smelt, On Boarding & Talent Development Manager
Emily Emery, Human Resource Manager
Ken Widmaier, COO
Tiffany Jassel, Director of Talent Development
Chuck Lauer, Asst. General Manager & Director of Food & Beverage
Matt Marcino, Director of Rooms

IHG
Marriott Vacation
Sage Hospitality
Vista Host
Embassy Suites
Wild Dunes Resort

MBA 530
Sara Mello, Regional Director of Revenue Management
Ken Widmaier, COO

Orient Express
Sage Hospitality

Murphey, Elizabeth
HTMT 310
Becca Gosnell
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

Maryann Hoyt
Christy Loltin
Augusta Cole
Stephen Murphey
Connie Simmons

Pan, Bing
HTMT 354
Melissa Whetzel, Media Relations  College of Charleston
Andrew Streib, Integrative Art Director
Greg Lantz, Digital Marketing Manager  Blue Ion
River Pearce

MBAD 351
Qu Xiao, Associate Professor  Hong Kong Polytechnic University
Zhe Wang, General Manager  Pavilion Hotel, Shenzhen, China
Yanan Wu, Assistant General Manager  Pavilion Hotel, Shenzhen, China

Smith, Wayne
HTMT 210
Rick Mosteller  Spiritline Cruises
Michel Seekings  Charleston City Councillor
Lancy Talbert, Sales  Francis Marion Hotel
Keely Lauglin  Charleston CVB
Rick Widman, Owner  Charming Inns
Matt Marcino, Director of Housekeeping  Wild Dunes Resort
Randall Goldman, CEO  Patrick Patricks
Kim Francis, HR Director  Marriott Renaissance
Joe Norton, Owner  Tazikis Restaurant

HTMT 361
Bobby Piltch  Charleston CVB
Jody Harris, Sales Manager  Wild Dunes Resort
Will Anthony, Sales Manager  Wild Dunes Resort
Eric Pease, Sales Manager  Wild Dunes Resort
Ashley Nguyen, Sales Manager  Charleston Harbor Resort
Tiffany Poupore, Sales Manager  Kiawah
Kristyn Brinker, National Sales Manager  Charleston Place
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

Charles Wellman, Director of Sales  Charleston Place
Brandi Griffith, Executive Director  South Carolina Festival & Events Association
Peter Steketee, GM  Embassy Suites

HTMT 380
None

DEPARTMENTAL ENROLLMENTS
Fall 2014  Spring 2015
444  462  Total  906

WORKLOAD PRODUCTIVITY
At this point we are still without a clearly defined and unambiguous departmental workload target. Dr. Pan and Jeremy Clement were tabulated, in the Delaware data, as having full-time workloads, when neither was contracted as such. Our enrollment numbers for 2014/2015 were quite strong, and we do not feel a relevant peer review would reveal any problems.
### Criteria for Total Academically Qualified

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<th>Scholarly Practitioner (SP)</th>
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### Criteria for Type of Faculty

- **Roster/Adjunct**
  - 1: Roster
  - 2: Adjunct

- **Qualification**
  - 1: Scholarly Academic
  - 2: Practice Academic
  - 3: Scholarly Practitioner
  - 4: Instructional Practitioner
  - 5: Not Qualified

### Criteria for Participating/Supporting

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### Total Roster

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### Total Scholastic Academic

- **Scholarly Academic**
  - 793
  - **Percent RA**
  - 75%

### Practice Academic

- **Percent PA**
  - 39%

### Total Scholarly Practitioner

- **Total Scholarly Practitioner**
  - 78
- **Percent SP**
  - 13%

### Total Instructional Practitioner

- **Total Instructional Practitioner**
  - 59
- **Percent IP**
  - 6%

### Non-Qualified

- **Non-Qualified**
  - 0
  - **Percent NQ**
  - 0%

### Total Roster

- **Total Roster**
  - 100%

### Total Non-Qualified

- **Total Non-Qualified**
  - 0
  - **Percentage Non-Qualified**
  - 0%
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**Total Roster:** 603  80  100%
**Total Adjunct:** 306  15  30%
**Total Participating:** 603  80  100%
**Total Supporting:** 306  15  30%

**TOTAL NUMBER:** 599  75  100%

### Criteria for Departmental Qualification

<table>
<thead>
<tr>
<th>Departmental Qualifications</th>
<th>Goal</th>
<th>Qual</th>
<th>Instructional Practitioner (IP)</th>
<th>Roster/Adjunct</th>
<th>Part/Support</th>
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### Criteria for Type of Faculty

- **Roster/Adjunct**
  - Roster
  - Adjunct

- **Part/Support**
  - Part
  - Support

### Criteria for Participating/Supporting

- Part/Support 1
- Support 1

**Roster:**

- Scholarly: 100%
- Practice: 100%
- Scholarship: 100%
- Non-Scholarly: 100%
- Not Qualified: 100%

**Total Roster:** 599  75  100%
**Total Qualified:** 599  75  100%
**Total Non-Qualified:** 0  0  0
**Percentage Non-Qualified:** 0%

---

**SPRING 2015**
ASSESSMENT
Assessment is an ongoing process of systematically gathering, analyzing, and interpreting evidence to determine how well goals are being achieved and expectations are being met. The resulting information is used to enhance the learning environment, improve learning outcomes, and renew learning procedures. Academic, administrative, and educational support services are all integral to the assessment process and aligned with the mission.

Effective Communications: Students will write professional documents that are technically correct and concise utilizing relevant HTM discipline specific knowledge.

Ethical Awareness: Students will recognize and be able to appraise ethical dilemmas involved in HTM decisions.

Global Awareness: Students will recognize and examine the global implications of HTM industry decisions.

Problem Solving Ability: Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the HTM environment.

PLANS FOR CHANGE
Much of our plans for change are outlined in the table under the header, LOOKING AHEAD. However, we have been offering the MBA focus classes and the new FYE classes. Additionally, we are planning some significant curricular program changes to deal with the possibility of losing the double major with Business Administration. We are also looking at the making significant changes to the minor requirements

DIVERSITY AND PLANS FOR IMPROVEMENT
We are a relatively diverse department with faculty from three different countries and two races. With the selection of our new internship coordinator we no longer have a female faculty member, but our selection was based on experience and qualifications. The faculty still represents a variety of age groups and professional backgrounds. We continually teach diversity in our HTMT 380 Global Tourism class.
The department is proud to announce Dr. Steve Litvin and Dr. Bing Pan were both cited as among the top 50 researches world-wide.

Listed below are the HTM Intellectual Contributions for 2014-2015.

<table>
<thead>
<tr>
<th>Name</th>
<th>Journal</th>
<th>Proceeding</th>
<th>OIC</th>
<th>Grants</th>
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<tr>
<td>Crotts</td>
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<td>Litvin</td>
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**ACADEMIC PUBLICATIONS**

**JOURNALS**

**Crotts, John**


**Frash, Robert Frash, Jr.**


**(McLeod, Brumby)**


**(Pan, Bing)**


**(Smith, Wayne)**


**(Other Intellectual Contributions)**

**Crotts, John**


Frash, Bob

Pan, Bing

Smith, Wayne
(OIC) James Island Connector Run
(OIC) BB&T Charleston Wine + Food Festival
(OIC) Charleston Fashion Week
(OIC) Accepted Students Weekend
(OIC) Gavalas Kolanko Foundation
(OIC) Preservation Society of Charleston Fall Tours of Homes and Gardens

Other Contributions

Clement, Jeremy

Frash, Bob

McLeod, Brumby
1. Heriot, K. C., Jauregui, A., Litvin, S. W., & McLeod, B. No vacancies: Intervention analysis and the real cost of uncollected hotel occupancy taxes from online travel companies in Columbus, GA. To be submitted to *Journal of Revenue and Pricing Management*.
2. McLeod, B., & Wyman, D. Disruption in the lodging market. To be submitted to the *Annals of Tourism*.
3. McLeod, B., & Sennekamp, P. Commercial lodging inventory: an examination of reporting shortfalls. To be submitted to the *Journal of Hospitality & Tourism Research*.

33

**Smith, Wayne**


**Books**

**Smith, Wayne**

Two text book reviews

**Chapters in Books**

**Crotts, John**


**Proceedings**

- List by **discipline**, then alphabetically by author. Highlight faculty member’s name
Conference Presentations: International/National

Crotts, John

McLeod, Brumby
1. HSMAI SC Chapter, (organizer), Charleston, SC, December 17, 2014
3. TravelClick Global Webinar, (guest host with VP John Hach), December 1-2, 2014
4. HFTP SC Chapter, Daniel Island Club, Charleston, SC, November 7, 2014
6. ITB Berlin, Germany, March 4-7, 2014

Pan, Bing

State/Regional Presentations

Crotts, John

Pan, Bing

Smith, Wayne
Travel and Tourism Research Association (TTRA) 2014
International Society of Travel & Tourism (ISTTE) 2014
PROFESSIONAL CONTRIBUTIONS

GRANTS (EXTERNALLY FUNDED)

Title of grant, Agency, funding amount year(s), name of SB faculty member and their role in grant

Crotts, John

John Crotts (2014). Quantifying the economic impact of a proposed arts guild incubator on Lancaster County. City of Lancaster, SC.

Bing Pan and John Crotts (2014). An assessment of resident attitudes towards tourism. Department of Planning, Preservation and Sustainability, City of Charleston, SC.

McLeod, Brumby

The Vacation Rental Report (VRR) Project, CACVB Funding, $10,000.

Pan, Bing

Hospitality benchmarking and survey research projects, Charleston Area Convention and Visitors Bureau Grant, industrial grant, funded, $100,000

Charleston resident survey and benchmarking research, City of Charleston Grant, industrial grant, funded, $25,000

The economic impact of beaches in the City of Folly Beach, City of Folly Beach Grant, industrial grant, funded, $9,916.45

Survey research and economic impact analysis, Historic Charleston Foundation Grant, industrial grant, funded, $4,500

China’s National Natural Science Foundation on “big Data based Nowcasting Methods for Sudden Increase/Decline of Tourist Flows” grant

Smith, Wayne

Festival Survey and Report, grant, funded, $3,000.

Guest Survey, grant, funded, $3,000.

SERVICE CONTRIBUTIONS

College

Clement, Jeremy

College of Charleston IT Strategic Planning Committee
School of Business Faculty Technology Committee
HTMT Scholarship Coordinator
HTMT Club Faculty Liaison
Crotts, John
Academic Advisor
Member-School of Business Faculty Development Committee
Member- University’s Faculty Welfare Committee

Frash, Robert
Academic Advisor
Cheese Club Faculty Advisor
Core Course Coordinator-HTMT 210, HTMT 352 & HTMT 488

Litvin, Steve
School of Business International Business Committee
Academic Advisor
Senate sub-committee member, Academics and Athletics
IRB Representative-Alternate
Speaker, Honors College Classes

McLeod, Brumby
Academic Advisor, approximately
Library Liaison
School of Business Curriculum Committee
MBA Committee Member

Pan, Bing
CHAT Faculty Advisor
School Curriculum Committee
Academic Advisor

Smith, Wayne
Academic Advisor
Chair: Institutional Review Board
Senator-Faculty Senate
Faculty Advisory Committee to the President
Committee for Performance Excellence (School of Business)
Assessment Committee (School of Business)
Chair-Faculty Fact Findings Committee-Discipline (School of Business)

**Profession (Academic Education)**

*Crotts, John*
- Journal of Business Research (Buyer Behavior section, 
- Journal of Travel Research 
- Journal of Travel and Tourism Marketing, 
- Tourism Analysis 
- Journal of Service Theory and Practice 
- Scandinavian Journal of Hospitality and Tourism Management 
- ASEAN Journal of Hospitality and Tourism 
- Korean Academy of Management Sciences 
- International Journal of Tourism Sciences 
- The Journal of Teaching Travel and Tourism 
- International Journal of Tourism Studies 
- International Journal of Tourism Research 
- International Journal of Hospitality, Events and Tourism

*Frash, Robert*
- Journal of Culinary Science and Technology 
- Greater Charleston Restaurant Association 
- South Carolina Restaurant and Hotel Association

*Litvin, Steve*
- Journal of Vacation Marketing 
- Tourism Review Int’l 
- Journal of Travel Research 
- International Journal of Contemporary Hospitality Management 
- International Journal of Business & Globalization 
- Service Industries Journal 
- International Journal of Tourism Research 
- International Journal of Tourism Sciences 
- Journal of Hospitality & Tourism Research 
- External Program Reviewer, University of Guelph, Province of Ontario

*McLeod, Brumby*
- Charleston Area Hospitality Association 
- Hospitality Finance & Technology Professional
South Carolina Restaurant and Lodging Association

Pan, Bing
Annual Evaluation for Charleston County Accommodation Tax Distribution
Annual Hospitality Forecasting Report
Assisted Mr. McLeod establishing vacation rental performance tracking system

Smith, Wayne

LIST OTHER PROFESSIONAL ACTIVITIES
Clement, Jeremy
• Project Consultant for Dream Center Clinic
• College of Charleston IT Strategic Planning Committee
• Continue SCRLA series Engaging SC universities with internships

Crotts, John
• Negotiations & Leadership Executive Education Certificate, Harvard University, 2014
• Distance education Readiness Certification 2014
• Case Study Writing & Development Workshop, Internal Academy of Case Studies, 2014
• Fulbright Senior Specialist
• Australia Research Council
• Asia Pacific Tourism Association
• International Academy of Culture, Tourism and Hospitality Research
• Linkedin Site

Frash, Bob – Certifications
• TIPS Training for Intervention Procedures: Instructor -2006-Present
• Health Communications, Inc.
• SerSafe: Instructor-2005-Present
• National Restaurant Association Educational Foundation (NRAEF)

Litvin, Steve – Consulting
• Charleston Area Convention and Visitor’s Bureau
• Charleston County Council re Accommodation Tax Allocations
• Singapore Tourism Board
Fulbright Alumni Ambassador

McLeod, Brumby
- James B. Edward Elementary School Endowment Board-Triathlon
- Cornell University, Certificate in Revenue Management
- UNLV, Teaching and Learning Center Certification
- TLT, Distance Education Readiness Training

Pan, Bing
- Rainmaker Group: Revenue Management Company
- Shaanxi Normal University (Xi’an, China)
- STR Training, CHIA Certification in Hotel Industry Analytics
- 2014 Charleston Area Vacation Summit

LIST JOURNAL AND REVIEWER

Crotts, John
- Post Tenure Review, University of South Carolinas
- External Peer Reviewer of Tenure and Promotion, Hong Kong Polytechnic

Frash, Robert
- Journal of Hospitality Marketing and Management
- International Journal of Hospitality and Tourism Administration
- Journal of Culinary Science and Technology
- Journal of Foodservice Business Research
- Cornell Hospitality Quarterly

Litvin, Steve
- Journal of Vacation Marketing
- Tourism Review Int’l
- Journal of Travel Research
- International Journal of Contemporary Hospitality Management
- International Journal of Business & Globalization
- Service Industries Journal
- International Journal of Tourism Research
- International Journal of Tourism Sciences
- Journal of Hospitality & Tourism Research
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

- Annals of Tourism Research and Tourism Management

**McLeod, Brumby**
- Cornell Quarterly
- Journal of Hospitality and Tourism Cases

**Pan, Bing**
- Tourism Management
- Journal of Travel Research
- International Journal of Contemporary Hospitality Management
- Journal of Information Technology and Tourism
- Journal of China Tourism Research
- Journal of Global Scholars of Marketing Science

**Smith, Wayne**
- Annals of Tourism Research
- Tourism Management
- Anatolia: An International Journal of Tourism and Hospitality Research
- Journal of Hospitality & Tourism Research
- Journal of Hospitality & Tourism Research Cities
- International Journal of Culture
- Tourism and Hospitality Research
- Travel & Tourism Research Association Annual Conference
- International Society of Travel & Tourism Educators Annual Conference Research

**OUTREACH**
Describe departmental outreach activities

**Clement, Jeremy**
- Project Consultant for Dream Center Clinic
- Advisory Board-Hope for Healing Walk
- Ardmore Community- Adopt-a-block
- Hospitality Finance & Technology Professionals (HFTP) chapter

**Frash, Robert**
- Edge Academies Board as a professional mentoring service to high school teachers
- Charleston County Parks and Recreation Commission
- Economic Analyses for Lowcountry Oyster Festival
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

- Economic Analyses for Taste of Charleston Event
- Leadership Training Series, proctored by Dr. Tom Kent for Wild Dunes

Litvin, Steve
- Panelist for Honors College Beyond George Street course.
- Guest lecture, Real Estate, FYE.

OUTSIDE MEMBERSHIPS

Crotts, John
- International Academy of Culture, Tourism and Hospitality Research
- Travel and Tourism Research Association (TTRA)
- Hospitality Association of South Carolina
- International CHRIE-The Hospitality and Tourism Educators

Frash, Robert
- Greater Charleston Restaurant Association
- South Carolina Restaurant and Lodging Association
- National Restaurant Association NRA
- International CHRIE-The Hospitality and Tourism Educators
- Greater Charleston Restaurant Association ad-hoc committee

Litvin, Steve
- City of Charleston Peninsula Advisory Commission
- City of Charleston Responsible Hospitality Committee
- City of Charleston Tourism Management Plan Advisory Committee
- Charleston Area Convention and Visitors Bureau’s A-Tax Review Committee

McLeod, Brumby
- American Hotel & Lodging Association
- Hospitality Sales & Marketing Association
- Hospitality Financial & Technology Professionals
- International Council on Hotel, Restaurant, and Institutional Education
- Charleston Area Hospitality Association
- South Carolina Restaurant & Lodging Association
- Travel & Tourism Research Association
- Low-country Association of Tourism Executives
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

Smith, Wayne
- International ICHRIE-The Hospitality and Tourism Educations
- International Society of Travel and Tourism Educations-ISTTE
- Travel & Tourism Research Association TTRA

PROFESSIONAL DEVELOPMENT PROGRAMS
The Department of Hospitality and Tourism Management is currently developing an MBA-level revenue optimization program, aimed to begin in the. The department is also pursuing professional development opportunities.

DEPARTMENT STRENGTHS AND WEAKNESSES
The Department of Hospitality and Tourism Management has seven faculty members and now nearly 400 major, minor and concentration undergraduate students, as well as, graduate MBA students. This relatively small faculty presence is both a strength and a weakness. Our microcosm is a strength in that we adroitly adjust our academic and research focus strategically. Most of our faculty members are quite collegial. However, our modest faculty number is also a weakness because we are now dealing with 80 or more advisees each and it is difficult to gain departmental representation across School and College committees. There simply aren’t enough of us to go around.

CURRICULAR DEVELOPMENTS AND CHANGES FOR NEXT THREE YEARS
As our enrollment grows, we will need additional faculty to cover our present curriculum and to offer more courses in specialty areas in hospitality and tourism (e.g. resort management, luxury hotel marketing, sport management, beverage management, foodservice franchising, professional certifications, etc.)

STUDENT ACCOMPLISHMENTS
HTMT 488 Business Plan Awards sponsored by CresCom Bank

The first place receives $1,000. and runner-up receive $250. This year three groups were selected as the runner-up. Their business plan and presentation scores were so close it was impossible to disqualify any of them.

First place- Up-Town Market-Ginger Bauer, Christy Campli, Mary Semon, Jake Alexander
Runner-Up- The Rink- Ashley, Konkle, Elizabeth Simmons, Amanda Jones, Beth Van Dorpe
Runner-Up- The Juice Boost-Daniel Barman, Stephanie Sykora, Taylor Barry, Chaisson Dangerfield
Runner-Up-BBQ Party Boat-Charlotte Simmons, Graham Massell, Charlie Linder, Karly Wiechec
“Eliza Hay won the IHSA’s highest honor, the Cacchione Cup, signifying her as the best collegiate rider in America.” Eliza was the first rider from the College of Charleston to reach this level.

We are pleased to announce that we now have three sponsors for our 488 Business Plan Award of $1,500. Bob Tennyson, Crescom Bank, Bobby Warrick, Servisfirst Bank, and Maureen Ginty, SMG. We appreciate the support our students receive from our hospitality industry partners.

DISTINGUISHED SCHOLARSHIPS AWARDED TO HTM STUDENTS

- Scholarship for 2014-2015 total this year $26,500.
  - Charleston Bed & Breakfast Association Education Award $1,000.
  - Aimee Faucette
  - Charleston Restaurant Association Education Award $1,500.
  - Jennifer Moxley
  - Julianna DiBucci
  - Sara Romo
  - Taylor DeBenedetto
  - Katherine Gast
  - Schuyler Keating
  - Kiawah Island Golf Resort Education Award $1,500.
  - Rachel Dors
  - Patrick Ringwald Scholarship $2,000.
  - Jennifer Moxley
  - Wild Dunes Resort Hospitality Management Scholarship $3,000.
  - LeeAnne Lower
  - Wine and Food Festival Education Award $10,000.
  - Julianna DiBucci
  - Hunter Gaffney
  - Sara Romo
  - Jessica Wittlin
  - Kelly Fields

SC Tourism and Hospitality Education Foundation (T.H.E. Foundation)
The T.H.E. Foundation is the only charitable foundation in South Carolina dedicated to building a strong, committed workforce for our industry’s future through educational school-to-career programs, professional development, national certifications and scholarships. We are pleased to announce Courtney Everton and Samuel Parris each received one of the scholarships and what great work on their part.

First Bacchus Wine Award
With Dr. Michael Cohen’s assistance Flo Clemons (2014 graduate) has been accepted to the Culinary Institute of America Advanced Beverage Management Program in Greystone, California and received the first Bacchus Wine Award.

DISTINGUISHED AWARDS GIVEN TO HTM STUDENTS

- South Carolina Governor’s Award
  Elizabeth VanDorpe
- Outstanding Student Award
  Elizabeth VanDorpe
- Outstanding Minor
  Margaret Sheerin
  Emily Cisewski
- Outstanding Academic Achievement Awards
  Leigh Chikos
- Merit Awards
  Brianna Alexander
  Jacob Alexander
  Jessica Baldwin
  Christy Campli
  Elizabeth Colnon
  Chance Cox
  Shelby Crane
  Chaisson Dangerfield
  Courtney Everton
  Jhoana Garcia
  Akane Kasutani
  Ashley Konkle
  Kelsy Kreitler
  Charlie Linder
  Graham Massell
Hillary Mellem  
Macy Shea Mensch  
Kendall Moore  
Will Ridgely  
Gabriella Riska  
Michell Smith  
Stephanie Sykora  
Sam Uyeno  
Kaly Wiechec  
Chelsea Wright 

- Non-Traditional Student Award  
  Sommer Jeffcoat  
  Erin Francisco  

- CHAT Leadership Award  
  Molly McTarnaghan 

**Awards and Distinctions**

**Crotts, John**

- Roster of Fulbright Senior Scholars for 2010-2015  
- Assessor-Australia Research Council 2013-present  
- Superior Rating 2013 Post Tenure Review 

**Litvin, Steve**

McKercher’s (2014) research note *A Changing of the Guard in Tourism Research Leadership* listed as among the top 50 tourism researchers worldwide [#33: based upon citation count of tourism authors who had published at least ten cited works between 2008 and January 2014].  
Ambassador, Fulbright Scholars Program  
Hosted a visit to the College from a Singaporean colleague to discuss research and other collaborative opportunities. 

**Pan, Bing**

Dr. Pan has been cited among the top 50 tourism researches world-wide. 

**OTHER ACCOMPLISHMENTS**

We are pleased to share some of the extraordinary achievements of our department: 

- Dr. Steve Litvin has been with the School of Business since 2001 and is one of our greatest recruitment tools. He uses both his Principles and Practices Hospitality & Tourism
course and orientation visitation to promote our program. His course-instructor evaluations show the students hold him in high esteem. His scores are higher than the Department averages and above the College’s also. He is very busy but still manages to be listed among the top 50 researches world-wide. Dr. Litvin recently visited Cuba, with the College of Charleston Jewish Studies Program Advisory Board. The trip’s focus was Jewish life in Cuba and he recommends the trip. Two College of Charleston graduates, own and operate a company called Cuba Educational Travel and make all the travel arrangements. What a great time he had!

- Dr. Brumby McLeod launched the Hospitality Sales and Marketing Association International (HSMAI) SC Chapter in 2014, which supports the MBA focus in Revenue Management. While he was President the chapter grew to approximately 40 members and was able to arrange an event which created a partnership between the Office of Tourism Analysis, the Center for Entrepreneurship, and the Carter Real Estate Forum. The program “Entrepreneurial Trends in Hotel Development” had almost 150 attendees and this placed the School of Business in the midst of hotel development in the region.

- Dr. Frash has been quite busy working with Dr. Knut Scherhag, Vice President, Worms, University of Applies Sciences, Germany to set up a “Bachelor Plus” exchange program. This year about six German students will be taking HTMT courses at the College. We will also have a summer program allowing students from the College to take courses in Worms.

- Office of Tourism Analysis Research Coordinator Melinda Patience has completed her program to become a certified trainer in Hotel Industry Analytics (CHIA). She also began work on a Master’s of Science in Data Analytics from Southern New Hampshire University.

- Program Popularity
  - HTM List-Serv users: 1,854
  - HTM Alumni List Serv- started by Dr. Bing Pan: 104
  - HTM Face Book Subscribers-Maintained by Dr. Wayne Smith: 506
Mission

The Office of Tourism Analysis is one of the Centers of Excellence in the School of Business at the College of Charleston. The Office is counseled and advised by industry and community leaders charged with proposing the office's research priorities. The Office collaborates mainly with the Charleston Area Convention and Visitors Bureau to implement a series of competitiveness research and monitoring programs and disseminates such information to decision-makers and stakeholders in the Lowcountry's hospitality and tourism industry.

Grants

- Charleston Hospitality Performance Tracking project: $100,000 USD
- Economic Impact of Beach Renourishment, the City of Folly Beach: $9,916.45 USD
- The City of Charleston Tourism Planning Research projects: $25,000 USD (Continual)

Staff

Bing Pan, Ph.D., Head of Research and Associate Professor
Melinda Patience, Research Coordinator
Ray Rhodes, M.B.A., Adjunct Researcher

Affiliated faculty Members

John Crotts, Ph.D. and Professor
Stephen Litvin, Ph.D. and Professor
Robert Frash, Ph.D. and Associate Professor
Wayne Smith, Ph.D. and Associate Professor
Brumby McLeod, Ph.D. and Assistant Professor
Frank Hefner, Ph.D. and Professor
Student Researchers
Chaisson Dangerfield, Jack Fishman, Darby MacKay, Michael Richards, Hannah Wagner, Stephanie Baril,
Caitlin Buckley, Lisa Diamond, Jake Farkas, Paige James, Shannon Leneghan, Kathryn MacGovern, Courtney
Shaw, Elizabeth Simmons, Logan Elliott, Shea Mensch, Ashley Leggett, and Kathleen Vanderlip.

Public Talks

1. Charleston Tourism by the Numbers, Charleston Metro Chamber of Commerce Leadership
   Program, May 21, 2015,
2. Demographics and Behavior of First-Time Visitors to Charleston, Charleston Travel Council
   Monthly Meeting, April 15, 2015
3. Charleston County’s Hotel Performance in the Third Quarter of 2014, Charleston Area Hospitality
   Association, November 19, 2014

Sponsorships

Co-Sponsored Hotel Real Estate Forum, April 22, 2015, Francis Marion Hotel, Charleston, SC

Sponsored Charleston Area Vacation Rental Summit, December 11, 2015, College of Charleston, SC

Certification

Certification in Hotel Industry Analytics (CHIA) from American Hotel & Lodging Educational Institute,
Melinda Patience, September 17, 2014
Certification in Hotel Industry Analytics (CHIA) from American Hotel & Lodging Educational Institute, Bing
Pan, September 17, 2014

International Exchanges

Danling Wang, Master Student, Jinan University Shenzhen Tourism College, China, January – July, 2015
Drs. Zhenbin Zhao, Dongqian Xue, and Beibei Ma, Tourism and Environment College from Shaanxi Normal
University, September 27-30, 2014.

Industrial Exchange

Dr. Jian Wang and Sneha Bishnoi, the Rainmaker Group, December 15-16, Charleston SC
## Projects

<table>
<thead>
<tr>
<th>Projects/Tasks</th>
<th>Short Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tracking of hotel room inventory in the Charleston area</td>
<td>We continually keep track of hotel room inventory in the Charleston area.</td>
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<tr>
<td>2. The continuation of the vacation rental market performance tracking system</td>
<td>Worked with Dr. McLeod, we recruited one more participant for the project and estimated the market size of the vacation rental market in the Charleston area.</td>
</tr>
<tr>
<td>3. Quarterly Barometer Report of Charleston Area's Hospitality Performance</td>
<td>We produced quarterly report of Charleston’s hospitality performance compared to that of the nation and competing cities.</td>
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<tr>
<td>6. Charleston County accommodation tax distribution, 2014</td>
<td>Working with CACVB and Dr. Stephen Litvin, we completed Charleston County accommodation tax distribution evaluation in August, 2014.</td>
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<tr>
<td>10. Economic impact analysis of Patrick Properties, 2014</td>
<td>Worked with Dr. Frank Hefner, the Office performed the economic impact analysis of Patrick Properties Hospitality Group in 2014.</td>
</tr>
<tr>
<td>11. Historic Weekly and Monthly Hotel Performance Benchmarking</td>
<td>We created a calendar comparing hotel performance in the Charleston area with events in Charleston.</td>
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<tr>
<td>Project Description</td>
<td>Description</td>
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<tr>
<td>12. Property Taxes Generated from Accommodations and Restaurants for the City of Charleston</td>
<td>We studied the tax collection and distribution methods of major counties in south Carolina.</td>
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<tr>
<td>13. Weekly forecasting for hospitality performance in the Charleston area</td>
<td>The Office worked on a weekly forecasting system to project the hotel performance in the next eight weeks. The forecasting is run every month.</td>
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<tr>
<td>14. Monthly forecasting for hospitality performance in the Charleston area</td>
<td>The Office worked on a monthly forecasting system to project the hotel performance in the next 18 months. The forecasting is updated quarterly.</td>
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<tr>
<td>15. Comparison Study of Mobile Phone Data with Intercept Survey Results</td>
<td>We are comparing the visitor reports from AirSage based on cell phone data with intercept survey results to see the differences and validity of cell phone data. The project is in progress.</td>
</tr>
<tr>
<td>16. The economic impact of low-cost airlines to Charleston</td>
<td>Using hospitality performance data and airline traffic data, we are evaluating the economic impact of low cost airlines to the Charleston area. The project is in progress.</td>
</tr>
<tr>
<td>17. The Economic Impact of Beach Nourishment in the City of Folly Beach</td>
<td>Working with Raymond Rhodes, we estimated the economic impact of beach renourishment for the City of Folly Beach.</td>
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<tr>
<td>18. Happiness of Charleston County Park visitors</td>
<td>Supporting with Dr. Robert Frash, we interviewed and surveyed Charleston park visitors on the levels of their happiness when visiting County Parks.</td>
</tr>
<tr>
<td>19. Forecasting project with an anonymous Bed &amp; Breakfast in the City of Charleston</td>
<td>Working with the research team in Rainmaker Group, we used search engine keywords volumes to increase the forecasting accuracy for hotels. In progress</td>
</tr>
<tr>
<td>20. Chinese National Natural Science Foundation Project</td>
<td>We are using big data to forecast the visitor crowding in hotels, attractions and tourist cities. In progress</td>
</tr>
</tbody>
</table>
News Coverage

The Post and Courier – June 1, 2015

"Folly Beach's economy has had an average annual growth rate of about 11 percent since 2009. That robust rate is much higher than similar Charleston-area beach communities as well as that of Charleston County, according to a report prepared by the Office of Tourism Analysis at the College of Charleston. The study, released in April, does not estimate the economic impact of the island street festivals."

The Post and Courier – April 27, 2015

"The 2012 tournament had an estimated economic impact of $193 million, including an estimated $75 million of media exposure, according to the PGA and College of Charleston Office of Tourism Analysis."

Charleston Regional Business Journal – April 9, 2015

"The Charleston Wine and Food Festival's 23,500 guests made a more than $9.2 million economic impact on the Lowcountry, according to data compiled by the College of Charleston's Office of Tourism Analysis."

Charleston Regional Business Journal – April 9, 2015

"Who are Charleston's visitors? Average Age: 51-52 (49.5% are full-time employed; 18.8% are retired); Arrive from: Regional: South Carolina, North Carolina, Virginia, Georgia, Ohio, and Florida...Tourism industry's impact in 2012: $205: spending per visitor, per day; 4.8 million: Visitor count, based on survey results and hotel room nights sold; $615 million; Lodging sales in Tri-county area; 16%: Contribution to city's economy...Source: College of Charleston Office of Tourism Analysis"


"Summey said the North Charleston Coliseum and Performing Arts Center and Charleston Area Convention Center attracted 1.5 million visitors in 2014, a 5% increase from 2013. According to the College of Charleston's Office of Tourism Analysis, $53.7 million in direct, local spending was attributed to the complex, a 14.5% increase from 2013, Summey said."

The Post and Courier – December 28, 2014

"Further, the College of Charleston Office of Tourism Analysis recently found that Charleston has less tourism infrastructure than similar cities. The report is worth studying before the city moves forward."

The Post and Courier – December 20, 2014

"Another factor that played into the debate was a report released Thursday afternoon by the College of Charleston Office of Tourism Analysis, which found that the level of tourism infrastructure in downtown Charleston is low compared to similar cities. Bing Pan, head of research with the office, said the city has "done a good job in the past 30 or more years on controlling tourism development in the downtown area,"

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
but that the overall growth of the industry in the Charleston area has put pressure on the confined historic district.”

*The Post and Courier – September 27, 2014*

“Warren said Kiawah was able to counter those theories in 2012. The tournament had an estimated economic impact of $193 million, including an estimated $75 million of media exposure, according to the PGA and College of Charleston Office of Tourism Analysis.”

*The Post and Courier – September 26, 2014*

“Plus, the number of people visiting Charleston has increased by nearly 70 percent over the past 20 years, at an annual rate of about 2.7 percent, according to the College of Charleston Office of Tourism Analysis.”

*Historic Charleston Foundation – July 1, 2014*

“2014 spring Festival of Houses and Gardens and Charleston Antiques Show recorded a boost to the local economy with an impact of over $6.6 million. According to the College of Charleston’s Office of Tourism Analysis, this impact study represents a 3.85% increase over 2013.”
Contact Information

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