Hospitality & Tourism Management Department

Annual Report 2015-2016
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. HTMT 444-Internships-Modified and Improved Course
2. Integrate Experiential Learning into:
   - HTMT/ARTM 362-Events Management
   - HTMT 360-Project Management
3. Development of Events for HTMT 362/HTMT 360-
   - Career Fair-Fall Hospitality Social Network
   - Alumni Events-Hospitality on the Harbor/Hospitality Happy Hour

**Crotts, John**
1. Online summer course Service Operations Management (HTMT 352)
2. Experiential delivery of HTMT 352, 353 and 355
3. MBA 560-Negotiations Skills, Personal Selling and Sales Administration
4. Scholar teaching courses in Austria and China (HTMT 352, 355)

**Frash, Bob**
1. MBA students in Hong Kong and Shenzhen, China
2. “Bachelor-Plus” program, Worms, Germany
3. HTMT 488—Capstone Course-Improves each semester

**Litvin, Steve**
1. Principles and Practices in Hospitality & Tourism (HTMT 210) recruitment tool
2. Fulbright Ambassador
3. External Examiner for Accreditation Provincial
4. Bachelors Honors Advisor

**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. Internship opportunities in international hotels
4. Interim/Co-Director - Schottland Scholars Program
5. Recruitment of MBA students

**Pan, Bing**
1. Worked with colleagues and planned the MBA study abroad program in China
2. Adopted Google AdWords, simulations into your courses (HTMT 354 and HTMT 360)
3. Supervised two visiting scholars Dr. Hanyu Zahnag and Dr. Bing Wu.
4. International Association of China Tourism Studies 2015 Award

**Smith, Wayne**
1. Hosted REACH Students in HTMT 210 and HTMT 310
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
6. Host 2017 International Society of Travel and Tourism Educators Annual Conference

**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...

**HTMT FIVE YEAR PLAN**

### Undergraduate Student Development

<table>
<thead>
<tr>
<th>Objective</th>
<th>Current Status</th>
<th>Method of Attainment</th>
<th>Time Frame</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase non-white student population to 20% of the total by 2020.</td>
<td>Current 2015 non-white population = 15.1%</td>
<td>➢ Increase presence in local high schools.</td>
<td>2015-2020</td>
<td>Student rolls.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>➢ Increase partnership with Trident Technical College.</td>
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<td></td>
<td></td>
<td>➢ Development of four-year renewable scholarships.</td>
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<td></td>
<td></td>
<td>➢ Develop relationship with high school guidance counselors.</td>
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<td></td>
<td></td>
<td>➢ Increase reputation of program by increasing Departmental rankings.</td>
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</tr>
<tr>
<td>Increase average SAT score of entrants to 1200</td>
<td>Current SAT = 1120</td>
<td>➢ Raise a $10,000 per annum fund to support experiential education initiatives.</td>
<td></td>
<td>Entrance SAT scores.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>➢ Develop and pass through curriculum committee - HTMT 244</td>
<td>2018 – First goal</td>
<td>2016-2018 – score 1150</td>
</tr>
<tr>
<td></td>
<td></td>
<td>➢ Post a minimum of 250 internship opportunities on the HTMT listserv.</td>
<td>2020 – Second goal</td>
<td>2018-2020 – score 1200</td>
</tr>
<tr>
<td>100% of classes will have an experiential education component included in</td>
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<tr>
<td>the syllabus.</td>
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<tr>
<td>Increase number of internships offered to 200 per annum</td>
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<td></td>
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<tr>
<td>At least 75% of HTMT majors will have at least two years of hospitality</td>
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<tr>
<td>Increase scholarship offerings to $50,000 per annum</td>
<td>Development of five four-year renewable scholarships.</td>
<td>2020</td>
<td>Total scholarship dollars raised.</td>
<td></td>
</tr>
<tr>
<td>90% of students will have full time employment within six months of graduation.</td>
<td>Host at least five national recruiters.</td>
<td>2020</td>
<td>Annual alumni survey.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Post a minimum of 100 full time job opportunities on the listserv per annum.</td>
<td>2016</td>
<td>Annual alumni survey.</td>
<td></td>
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<tr>
<td></td>
<td>Host Cheers to the Future event.</td>
<td></td>
<td>CofC graduation survey.</td>
<td></td>
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<tr>
<td></td>
<td>Work with Trident Technical College to host large annual job fair.</td>
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</tr>
<tr>
<td>The average starting salary of graduating student rise to $40,000.</td>
<td>Host at least five national recruiters.</td>
<td>2020</td>
<td>Annual alumni survey.</td>
<td></td>
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<tr>
<td></td>
<td>Increase focus on management areas such as revenue management and sales.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Increase student membership in CHAT to 15% of cohort.</td>
<td>Raise $5,000 annually to support CHAT.</td>
<td>2020</td>
<td>2020 - $5,000</td>
<td></td>
</tr>
</tbody>
</table>
## MBA Student Development

<table>
<thead>
<tr>
<th>Objective</th>
<th>Current Status</th>
<th>Method of Attainment</th>
<th>Time Frame</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase enrolment to 12 students per cohort.</td>
<td>7</td>
<td>Information sessions, fairs, graduate school information sessions, ads, face book, google, recent students</td>
<td></td>
<td>Not yet achieved (student count)</td>
</tr>
<tr>
<td>100% employment within six months of graduation.</td>
<td>100%</td>
<td>Achieved for class of 2015&lt;br&gt;Charleston Hotels&lt;br&gt;Charleston Place&lt;br&gt;Charming Inn&lt;br&gt;Quarters of King&lt;br&gt;Indigo Road Restaurant Group&lt;br&gt;The Dewberry</td>
<td>Fall 2016</td>
<td></td>
</tr>
<tr>
<td>Place 100% of students in work integrated experiences.</td>
<td>100%</td>
<td>6/7</td>
<td></td>
<td>Spring 2016</td>
</tr>
<tr>
<td>Bring in an executive in residence to teach specialty classes.</td>
<td></td>
<td>Form HTM Board</td>
<td></td>
<td>Spring 2017</td>
</tr>
</tbody>
</table>
THE HOSPITALITY & TOURISM MANAGEMENT DISCIPLINE(S)
FROM A NATIONAL PERSPECTIVE

“Growing Pains”

Currently, Charleston is experiencing an enormous growth spurt, and with the addition of fifty new residents each day its gives the hospitality and tourism sector new challenges. Charleston is still the #1 city in the world for hospitality, and is an incredible place to live and work. Hotels, resorts, restaurants, cruise ships, conferences, event planning, attractions, recreation sports, and airlines are among some of the employment opportunities available both home and abroad.

With growth comes growing pains, and the Hospitality and Tourism Management Department is working diligently to help meet these growing needs. Being part of an AACSB accredited business school and having world renowned researchers give our program the needed appeal to attach national and internationals students interested in a career in the hospitality industry. The HTMT major, minor, and concentration now has over 400 students including the MBA program. Our courses have a quantitative focus and a hands on approach. The Events Management and Project Management courses have included both of these aspects very successfully.

In Fall 2016, a lower level internship HTMT 244 will be offered for the first time. This course is for sophomore students to gain entry level experience within the hospitality and tourism realm. Students will increase their exposure to and understanding of the hospitality and tourism industry and potential career paths to which they may work towards.

As part of the Freshman Year Experience program the Spirit Line Cruises hosted 50 College of Charleston students studying hospitality and tourism as well as real estate in the School of Business. Students were provided with extraordinary opportunities to experience what they are learning in the classroom in the real world.

By teaching abroad the department continues to include global awareness. China, Germany, Hong Kong, Dubai and Iceland are some of the countries we regularly visit.

The department was pleased to host two alumni events this year “Hospitality on the Harbor” and “Hospitality Happy Hour” arranged by our event management courses. Our two HTMT list servers and Face Book also keep the students and alumni updated.
The Hospitality Industry and our HTM Advisory Board continues to support the program with various scholarships each year. This year the Charleston Wine and Food Festival offered a Freshman Scholarship that will be given for the next four years.

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.

**ADJUNCTS**
The Hospitality & Tourism Management Department continues to 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’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**

<table>
<thead>
<tr>
<th>Majors</th>
<th>Concentrations</th>
<th>Minors</th>
</tr>
</thead>
<tbody>
<tr>
<td>308</td>
<td>23</td>
<td>74</td>
</tr>
</tbody>
</table>

**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

2015-2016 HAS AGAIN 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 “Career Fair”, and “Cheers to the Future”
with numerous recruitment opportunities provided by Wild Dunes Resort, Kiawah Island Golf Resort,
Marriott International, Marriott Vacation Club and Destination Hotels & Resorts. The Events
Management (HTMT 362) class under the supervisor of Professor Clement arranged a “Fall Hospitality
Social Network” event which was sponsored and attended by over 38 industries. We were pleased with the interest and the number of students who participated.

As the interest in the beverage industry continues to grow and the Hospitality and Tourism Management Department has expanded the special topic courses to include a 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 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 more competitive that field.

Professor Jeremy Clement has made significant efforts to bring a more experiential element in this Event Management and Project Management courses. Students were given the task of conceptualizing, planning, implementing and executing major events for the HTM Department. The events served as a professional networking and recruitment opportunity for all the HTMT and School of Business students. The courses were well received and facilitated a greater level of comprehension and hands-on engagement for the students.

The department voted to add a sophomore level internship course (HTMT 244) which will be offered in the fall. This will give the students the opportunity to gain an entry level experience within the hospitality and tourism realm. It will increase their exposure to and understanding of the hospitality and tourism industry and potential career paths to which they may work towards. The academic components are designed to enhance the student's knowledge.

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 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”.

There has been a steady improvement over the years, and this year the students have far exceeded the expectations of the department.
Hospitality and Tourism Management Major
ETS Major Field Test Assessment Indicators
Mean Percentile Score Comparisons
(percent below)

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HTMT Major</td>
</tr>
<tr>
<td></td>
<td>n=52</td>
</tr>
<tr>
<td>Accounting</td>
<td>57%</td>
</tr>
<tr>
<td>Economics</td>
<td>38%</td>
</tr>
<tr>
<td>Management</td>
<td>57%</td>
</tr>
<tr>
<td>Quantitative Analysis</td>
<td>93%</td>
</tr>
<tr>
<td>Finance</td>
<td>57%</td>
</tr>
<tr>
<td>Marketing</td>
<td>87%</td>
</tr>
<tr>
<td>Legal and Social Environment</td>
<td>80%</td>
</tr>
<tr>
<td>Information Systems</td>
<td>79%</td>
</tr>
<tr>
<td>International Issues</td>
<td>35%</td>
</tr>
</tbody>
</table>

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.”

With the expansion of the HTM Advisory Board to now include two alumni who are very active in the industry and business owners our program opportunities are able to expand into even more fields.
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 2015**

Three Credits
- Beverage Management Services-Michael Cohen  
- Tourism Issues for Cities and Towns-Wayne Smith

One Credit Special Topics  
- Diversity & Inclusion in Hotels/Hospitality-Brian Wander  
- Public Relations & Special Events

**Spring 2016**

Three Credits
- Project Management Event  
- Business Etiquette-Cynthia Grosso  
- Catering-Denise Fugo  
- Essential of Beer-Michael Cohen  
- Essential of Wine-Michel Cohen

**HONORS PROGRAM**

None

**HONORS COURSES**

None

**HONORS THESES COUNSELING**

Professor Jeremy Clement  
Dr. John Crotts  
Dr. Steve Litvin
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 the fall 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. This academic year Professor Clement transformed HTMT 360 project and HTMT 362 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.

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 online 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  
Worms, Germany-Dr. Robert Frash  
Iceland – Dr. Brumby McLeod  
Europe – Hilton Worldwide – Dr. Brumby McLeod  
Dubai-Dr. Wayne Smith

**GLOBAL SCHOLARS FACULTY**

Dr. Bing Pan, Chinese and English

**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 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)

Austria- MIC University and schools-Dr. Crotts

Hong Kong Polytechnic University’s Winer Leadership School

Shaanxi Normal University, Xi’an, China; and Hong Kong Polytechnic University in Hangzhou, and Shenzhen, China-Dr. Pan

Shenzhen, China, Dubai- Dr. Smith

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

Dr. Frash has facilitated an MOU agreement with the University of Applied Sciences Worm (Fachhochschule), in Worms Germany. The program was finalized and approved for the “Bachelor-Plus” which will bring about six German students in fall 2017.

Dr. Bing Pan is working on a Memorandum of Understanding between the College of Charleston and the School of Hotel and Tourism Management of Hong Kong Polytechnic University.

PERSONALIZED EDUCATION
The following is a summary of the departments’ contribution to a more personalized education:

- Bachelor’s essays-

<table>
<thead>
<tr>
<th></th>
<th>Fall</th>
<th>Spring</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. John Crotts</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Dr. Steve Litvin</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Professor Clement</td>
<td>-</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Our faculty are always very active working with students who are required to complete a bachelor’s essay for the Honors College.

- Internships for Academic Credit
  (Majors)
  Fall       Spring       Total
  23         51            74

- Internships for Academic Credit
  (Minors)
  Fall       Spring       Total
  5          8             13

- Internships for Non-credit (minor)
  (Concentrations)
  Fall       Spring       Total
  3          4             7

- Independent Study projects
  Professor Clement
  Fall       Spring       Total
  1          1             2
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 the 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 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
- 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
<table>
<thead>
<tr>
<th>Year</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2016</td>
<td>A Charleston Bride, Island Realty, Jim ‘N Nick’s Catering Company,</td>
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<tr>
<td></td>
<td>Aramark, Know Foods, Local Palate Magazine, Macintosh, Marc Proto,</td>
</tr>
<tr>
<td></td>
<td>Memorable Moments Event Planning, Mills House Wyndham Grand, Mixson Bath</td>
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<tr>
<td></td>
<td>and Racquet Club, MOSA Boutique, MUSC Children’s Hospital, MUSC Hollings</td>
</tr>
<tr>
<td></td>
<td>Cancer Center, MUSC-Office of Development/Office of the President, Nick’s</td>
</tr>
<tr>
<td></td>
<td>House of Pizza Restaurant, On Purpose Adventures, Ooh! Events, Planters</td>
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<tr>
<td></td>
<td>Inn, Poogans’s Porch, Patrick Properties Hospitality Group, Pure Luxe</td>
</tr>
<tr>
<td></td>
<td>Bride, Q4Launch, Quarters on King Hotel, Reynolds Group, Scarlet Plan &amp;</td>
</tr>
<tr>
<td></td>
<td>Design, SIB Development, SIB: Fixed Cost Reduction, Spoleto Festival,</td>
</tr>
<tr>
<td></td>
<td>Stay Duvet</td>
</tr>
</tbody>
</table>
Including all organizations providing internships during the 2015 or 2016 calendar year (to date)

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 2015-2016

President: Amanda Shaw
Vice President: Austin Hopcia
Director of Finance: Emma Hart
Director of Social Media/Marketing: Emily Powell
Director of Events: Brandie Hawkesworth
Director of Communications: Kaylie Beech

Faculty Advisor: Jeremy Clement and Robert Frash

EVENTS

This has been a very exciting and productive year for the department and students. Listed below is a list of the meetings and guest speakers.

September 2015
Mickey Bakst – GM Charleston Grill
Joe Spector – Founder & CEO, The Local Palate

October 2015
Kim Bradford –Director of Sales/Incentive Travel, Belmond USA
Kristen Wolfe – Special Events Manager, Charleston RiverDogs
Bob Waggoner – Owner/Chef. In the Kitchen with Bob Waggoner
Sophie Treppendahl & Caroline Reardon – Special Events Coordinator & Photographer, Garden & Gun

November 2015
August Cole – Sr. Event Planner & Designer, Easton Events
Paula Miller – Sales & Events Training Facilitator, SMG
Emily Massimi, Assoc. Dir. Of Admissions, Culinary Institute of America

December 2015
Mark Conklin – GM, J.W. Marriott Hong Kong

January 2016
Elaine Savarese – Owner, Frampton’s Flowers

February 2016
Ron Emler & Stephen Wancha – Director of HR & Director of F&B, Four Seasons Orlando
Elizabeth Hiott – Water Missions International
Timothy Harleth – Director of Operations, Mandarin Oriental, DC
Cindy Novotny – Founder, Master Connection Associates

March 2016
Matt Bare – Owner, Q4Launch

April 2016
Sara Skinner – Owner, Revolution Wedding Tours & Scarlett Plan & Design
David Plyler – Manager, Zac Brown Band

What a great opportunity!

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

   Destination Hotels and Resorts
   Four Seasons Orlando
   Marriott International (Voyage program)
   Mandarin Oriental

CAREER NETWORKING EVENTS
The “Cheers to the Future” was held on March 23th at the Wyndham Garden Charleston Mt. Pleasant hosted by Judy Parsons, Director of Sales. This event provides an opportunity to attend a complimentary professional etiquette session presented by Paula Miller a trainer for SMG Corporation as well as network with local area hospitality industry professionals including HTM Advisory Board members and members of the CACVB Board of Governors among others.

Events Management course (HTMT 362) planned and executed two very successful events in “Fall Hospitality Network Social” (a job fair) and “Hospitality on the Harbor” (alumni). The events produced
were beneficial to the program in that they served as a professional networking and recruitment opportunity for all hospitality and business students. The “Hospitality on the Harbor” served as a relationship builder among departmental alumni, faculty, industry professionals and current students.

As part of the kick off for Alumni Weekend and A Charleston Affair the Project Management course (HTMT 360) scheduled their event “Hospitality Happy Hour” at the President’s House and garden. The students did a great job and the silent auction was a great success.

MBA Reception was held on October 14th at the President’s House. This event gave our students the opportunity to meet industry partners and talk about the Revenue Management course that is taught in their program.

Global Entrepreneurship Week was held on November 17th. This women’s panel share their story as startups in Charleston - from student to startup - their ready to work experience - 32 students attended this event. It was hosted by Center for Entrepreneurship and cosponsored by HTMT department and moderated by Dr. Smith. The panel included from our program Elaine-Frampton Flowers, Katie-Fredericks-Fred@ Carolina One and Danetra Richardson-Swank Desserts.

STUDENT CLUB -
Each semester, CHAT host a Young Guns alumni panel as a part of the capstone HTMT 488 classes. Dr. Litvin, the founder of the event, wrote this about the event:

“Young Guns” is a semi-annual seminar sponsored by the Club for Hospitality and Tourism (CHAT). Presented during the semester, CHAT brings four or five hospitality career graduates to campus for a forum to meet with the current year’s graduating HTM students. A panel discussion, led by a CHAT officer, asks the returning graduates to share tips and ideas about the challenges and good times ahead as the current students head out to join the workforce. Their success stories, we hope, inspire our new graduates and help to send them out to the start of their careers with enthusiasm and additional confidence. This event has become very popular with our students, and an invitation to participate as a panelist has become coveted recognition by our graduates.

HTM ADVISORY BOARD
The HTM Advisory Board Meeting was held on January 27th, and this year the Executive Board decided to enlist the aid of the full board to help fund the department programs with the upcoming budget cut. The department was excited with the addition of four new Executive Board members, which included two former graduates of our program.

OVERSEAS INTERNSHIPS
Professor Jeremy Clement assisted in placing 5 students in international internships. Three of the students were placed in London, one in Paris, France and one was placed in Amsterdam, Netherlands.

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/HTMT 360

- Kenda Sweet, Owner  
  Kenda Sweet Events  
- Shannon Ilsey, Director of Events  
  Patrick Properties Hospitality Group  
- Neelie Carrol, Asst. Event Manager  
  Patrick Properties Hospitality Group  
- Gillian Zettler, Executive Director  
  Charleston Wine & Food Festival  
- Erin Connolly, Event Manager  
  Charleston Wine & Food Festival  
- Sierra Gibson, Sr. Account Executive  
  SqueezeOnSite  
- Becker Hall, founder & Director  
  Hogs for a Cause  
- Laura Campbell  
  Southern Shows, Inc.  
- President of the Women’s Show Division & Nat’l Sponsorship Director  
- Dave Scypinski, Executive VP  
  Conference Direct  
- Kristen Wolfe, Event Manager  
  Charleston Riverdogs  
- Ayumi Cooper, Director of Special Events  
  MUSC Hollins Cancer Center  
- Kathleen Shuler, Dir. Of Planning/Execution  
  King Street Hospitality Group  
- Blythe Hill, Director of Event Sales  
  King Street Hospitality Group  
- Randi Weinstein, Operations Director  
  Butcher & Bee  
- Alex Pridgen, Event Manager  
  SMG@N. Charleston Coliseum/PAC  
- Lt. J. Emanuele, Special Event Lieutenant  
  Charleston City Police Department

**Crotts, John**  
HTMT 352

- Bill Hall, Owner  
  Hall’s Chop House  
- Mickey Baskt, Manager  
  Charleston Grill

**HTMT 353**

- J. Crotts, Regional Sales Director  
  Sedexho  
- Jennifer Maxwell, Director of Sales  
  Hilton Garden Inn

**HTMT 370**

- Andrew M. Strickland, Co-Founder and Managing Director  
  Teamphoria

**Frash, Robert**

**HTMT 370**

- Caset Glowacki, Owner  
  Five Loaves Café and Sesame Restaurants  
- Ellis Grossman, Owner  
  Black Bean Company  
- Steve Carroll, Owner  
  Lost Dog Café  
- John Keener, Owner  
  Charleston Crab House  
- Jason Sakran, Owner  
  Bon Banh Mi

**HTMT 488**
<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tom Doyle, Owner &amp; Founder</td>
<td>Palmento Carriage</td>
</tr>
<tr>
<td>John LaVerne, Owner</td>
<td>Bulldog Tours</td>
</tr>
<tr>
<td>Monique Semper-Flynn, Director of Public Relations</td>
<td>Greater Charleston Restaurant Association</td>
</tr>
<tr>
<td>Bobby Warrick, VP</td>
<td>ServisFirst Bank</td>
</tr>
<tr>
<td>Ted Malinowski, Banking Officer</td>
<td>ServisFirst Bank</td>
</tr>
<tr>
<td>Allston Moore, Senior VP</td>
<td>ServisFirst Bank</td>
</tr>
<tr>
<td>Don Spoelma, VP</td>
<td>ServisFirst Bank</td>
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<tr>
<td>Tom Touche, President and CEO</td>
<td>ServisFirst Bank</td>
</tr>
<tr>
<td>Dan Blumenstock, Operations Director</td>
<td>Lowcountry Hotels</td>
</tr>
<tr>
<td>Sara Cavallon, Owner</td>
<td>Something to Celebrate</td>
</tr>
<tr>
<td>Augusta Cole, Event Manager</td>
<td>Easton Events</td>
</tr>
<tr>
<td>Nick D’Allesandro, Owner</td>
<td>D’Allesandro’s Pizza</td>
</tr>
<tr>
<td>Tyler Dockery, AGM</td>
<td>French Quarter Inn</td>
</tr>
<tr>
<td>Mike Ezelle, Owner</td>
<td>The Juice Joint</td>
</tr>
<tr>
<td>Emily Fralinger, Partner</td>
<td>Ice Box Catering</td>
</tr>
<tr>
<td>Frank Fredericks, Managing Director</td>
<td>Wild Dunes Resort</td>
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<tr>
<td>Eli Hyman, Owner</td>
<td>Hyman’s Seafood</td>
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<tr>
<td>John Keener, Owner</td>
<td>Charleston Crab House</td>
</tr>
<tr>
<td>Phil Macchia, Park Director</td>
<td>Charleston County Park and Recreation Commisson</td>
</tr>
<tr>
<td>Nick Skover, Owner</td>
<td>Paisanos Pizza Grill</td>
</tr>
<tr>
<td>Micheele Woodhull, VP</td>
<td>Charming Inns</td>
</tr>
<tr>
<td>Olivia Young, Director of Operations</td>
<td>Fowler Hospitality</td>
</tr>
</tbody>
</table>

**Litvin, Steve**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
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<tbody>
<tr>
<td>Kim Bradford, Incentive Sales Manager</td>
<td>Orient Express Hotel</td>
</tr>
<tr>
<td>Melissa Goocher Griffin, Human Resource Manager</td>
<td>Wyndham Mills House Hotel</td>
</tr>
<tr>
<td>Alexandra Fisher, Owner</td>
<td>A Caldwell Events</td>
</tr>
<tr>
<td>Emily Fralinger, Food &amp; Beverage</td>
<td>Charleston County Club</td>
</tr>
<tr>
<td>Brian Wander, General Manager</td>
<td>Marriott Charleston Renaissance Hotel</td>
</tr>
<tr>
<td>Augusta Cole, Event Planning, Manager</td>
<td>Charleston Easton Events</td>
</tr>
<tr>
<td>Joe Norton, Owner</td>
<td>Taziki’s Restaurant SC Franchises</td>
</tr>
</tbody>
</table>

**HTMT 210**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
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</thead>
<tbody>
<tr>
<td>Joe Norton, Owner</td>
<td>Taziki’s Restaurant SC Franchises</td>
</tr>
</tbody>
</table>

**McLeod, Brumby**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kevin McQuade, Concierge</td>
<td>Courtyard by Marriott</td>
</tr>
</tbody>
</table>
Seaton Brown, Senior Admissions Counselor College of Charleston
Emily Emery, Human Resources Marriott Vacations

HTMT 351
Peter Wright, General Manager Makret Pavillion
Don Semmler, Owner Andell Inn
Stephen Wancha, Director Food & Beverage Four Seasons Resort Disney World
Ron Emler, Director of Human Resources Four Seasons Resort Disney World
Matt Marcino, Director of Rooms The Dewberry
Corporate Recruiters Destination Hotels

MBA 530
Sara Mello, Regional Director of Revenue Management Orient Express
Don Semmler, Owner Andell Inn
Tiffany Jassel, Director of Talent Development Vista Host
Andell Inn

Pan, Bing
HTMT 354
Russell Philpot, HR Manager Total Quality Logistics
Ryan Steadly, Logistics Account Executive Total Quality Logistics
Gordon Rooney, Manager Piccolo Spoleto Festival
Mary Ziegler, Owner Ziegler Real Estate
Trey Smith, Owner DVE Productions
Achille Parentier, Owner Charleston Sail Boat
Anton Dumars, Owner Tideline Tours
Scot Neslege, Regional Revenue Manager Wyndham Vacation Rentals
Max Berry, Corporate Revenue Manager Charlestontowne Hotels
Sara Mello, Regional Revenue Manager Belmond Charleston Place
Smith Travel Research National Market Study Competition

MBAD 351
Greg Lantz, Digital Marketing Manager Bluelon, LLC.

Smith, Wayne
HTMT 210
Michael Seekings Charleston City Councilor
Kerri Saunders, Owner Domino’s Pizza
Joe Norton, Owner Tazikis
John Keener, Owner Charleston Crab House
Kristie Rasheed, Revenue Manager  
Dewberry Hotel  

Rick Mosteller, Principle  
Fort Sumter Tours, Spiritline Cruises & Gray Line of Charleston  

Randall Goldman, CEO  
Patrick Properties  

HTMT 310  
Michael Seekings  
Charleston City Councilor  

HTMT 361  
Bobby Piltch, Sales Manager  
Government & Citywide Conferences/Convention/Charleston CVB  

Kristyn Brinker, National Sales Manager  
Charleston Place  

Rachel Frost, Director of Sales  
Hyatt Charleston  

Emily Fralinger, Food & Beverage Director  
Country Club of Charleston  

DEPARTMENTAL ENROLLMENTS  

<table>
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<tr>
<th>Academic Term(s) Included</th>
<th>Total</th>
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<tr>
<td>Fall 2015</td>
<td>544</td>
</tr>
<tr>
<td>Spring 2016</td>
<td>582</td>
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<tr>
<td></td>
<td>1,126</td>
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</tbody>
</table>

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 2015/2016 were quite strong, and we do not feel a relevant peer review would reveal any problems.  

ASSESS Faculty Roster Form  
Qualifications of Full-Time and Part-Time Faculty  

Name of Institution: College of Charleston  

Name of Primary Department, Academic Program, or Discipline: HTMT  

Academic Term(s) Included: Fall 2015-Spring 2016
<table>
<thead>
<tr>
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<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NAME (F, P)</strong></td>
<td><strong>COURSES TAUGHT Including Term, Course Number &amp; Title, Credit Hours (D, UN, UT, G)</strong></td>
<td><strong>ACADEMIC DEGREES &amp; COURSEWORK Relevant to Courses Taught, Including Institution &amp; Major List specific graduate coursework, if needed</strong></td>
<td><strong>OTHER QUALIFICATIONS &amp; COMMENTS Related to Courses Taught</strong></td>
</tr>
<tr>
<td><strong>Jeremy Clement (F)</strong></td>
<td>Fall 2015 HTMT 362 Events Management, 3 (UT) HTMT 444 Internship, 3 (UT) HTMT 420 Independent Study, 3 (UT) Spring 2016 HTMT 360 Project Management, 3 (UT) HTMT 444 Internship, 3 (UT)</td>
<td>Master of Business Administration, Citadel Business Administration and Hospitality Tourism Management</td>
<td>College of Charleston Information Technology Department Financial Coordinator 2008-2015 Project Management Professional (PMP) Processed all IT division financial responsibilities</td>
</tr>
<tr>
<td><strong>Michael</strong></td>
<td>Fall 2015</td>
<td>MS Georgetown</td>
<td>Has been very active in the wine</td>
</tr>
<tr>
<td>Instructor</td>
<td>Semester</td>
<td>Courses</td>
<td>University Courses</td>
</tr>
<tr>
<td>-------------</td>
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<td>-------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Cohen (P)</td>
<td>Spring 2016</td>
<td>HTMT 310 Beverage Management Services, 3 (UT)</td>
<td>University Physiology &amp; Biophysics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTMT 310 Essentials of Wine, 1 (UT)</td>
<td>Court of Master Sommeliers Introductory Course Examination</td>
</tr>
<tr>
<td></td>
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<td>HTMT 310 Essentials of Beer, 1 (UT)</td>
<td></td>
</tr>
<tr>
<td>John Crotts (F)</td>
<td>Fall 2015</td>
<td>HTMT 352 Service Operations Management, 3 (UT)</td>
<td>Ph.D. University of Oregon Leisure Studies and Services Tourism</td>
</tr>
<tr>
<td></td>
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<td>HTMT 355 Negotiations: Principles &amp; Practices 3, (UT)</td>
<td></td>
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<tr>
<td></td>
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<td>HTMT 499 Business Plan Feasibility: Inner City Summer Camp, 6 (UT)</td>
<td></td>
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<td></td>
<td>Spring 2016</td>
<td>HTMT 352 Service Operations Management, 3 (UT)</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>HTMT 353 Hospitality Sales &amp; Negotiations, 3 (UT)</td>
<td></td>
</tr>
<tr>
<td>Graham Ervin (P)</td>
<td>Fall 2015</td>
<td>HTMT 310 Public Relations &amp; Special Events, 1 (UT)</td>
<td>MA University of Georgia Journalism and Mass Communications Concentration: Public Relations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTMT 362 Events Management, 3 (UT)</td>
<td></td>
</tr>
<tr>
<td>Denise</td>
<td>Spring 2016</td>
<td>MBA Ohio</td>
<td>Public Relations Society of America, South Carolina Chapter Member, BB&amp;T Charleston Wine + Food Festival Media/Marketing Committee</td>
</tr>
<tr>
<td>Name</td>
<td>Courses</td>
<td>Institutions</td>
<td>Accomplishments</td>
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<tr>
<td>-------------------</td>
<td>--------------------------------------------------------------------------</td>
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<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Fugo (P)</strong></td>
<td>HTMT 310 Catering</td>
<td>University Graduate School of Business Finance and Accounting</td>
<td>Co-Owned and operated four hospitality businesses and was chief operating officer/secretary and treasurer.</td>
</tr>
<tr>
<td><strong>Robert Frash (F)</strong></td>
<td>Fall 2015&lt;br&gt;HTMT 370&lt;br&gt;Foodservice Enterprise: Design &amp; Development, 3 (UT)&lt;br&gt;HTMT 488 Strategic Hospitality &amp; Tourism Management, 3 (UT)</td>
<td>Ph.D. Purdue University Hospitality Tourism Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spring 2016&lt;br&gt;Sabbatical-Spring only</td>
<td></td>
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<tr>
<td><strong>Cynthia Grosso (P)</strong></td>
<td>Spring 2016&lt;br&gt;HTMT 310 Business Etiquette, 1 (UT)</td>
<td>BS University of South Carolina Business Marketing and Finance</td>
<td>Corporate etiquette expert. Speaker, teacher and consultant for more than 15 years. Founder of the Charleston School of Protocol and Etiquette.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Prior to her current business, owned a prominent international modeling and finishing school.</td>
</tr>
<tr>
<td><strong>Alan Kleinfeld (P)</strong></td>
<td>Spring 2016&lt;br&gt;HTMT 362 Meetings &amp; Convention, 3 (UT)</td>
<td>Master’s George Washington University School of Business Tourism Administration Event and Meeting Management</td>
<td>Association Manager and Certified Meeting Professional</td>
</tr>
<tr>
<td><strong>Steve Litvin (F)</strong></td>
<td>Fall 2015&lt;br&gt;HTMT 210 Principles &amp; Practices in Hospitality &amp; Tourism, 3 (UT)&lt;br&gt;HTMT 350 Hospitality &amp; Tourism Marketing, 3 (UT)&lt;br&gt;HTMT 399 Tourists Impacts on the Community, 3 (UT)&lt;br&gt;HTMT 499 Hotel Marketing Brand</td>
<td>DBA University of South Australia Business Hospitality &amp; Tourism Management</td>
<td>Peninsula Task Force (current)&lt;br&gt;Member, Police Chief Mullen’s Responsible Tourism Committee (current)&lt;br&gt;Fulbright Scholars Review Committee (Dept. of State, current)</td>
</tr>
<tr>
<td>Name</td>
<td>Fall 2015</td>
<td>Spring 2016</td>
<td>Fall 2015</td>
</tr>
<tr>
<td>-----------------------</td>
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</tr>
<tr>
<td>J. Brumby McLeod</td>
<td>HTMT 210 Principles &amp; Practices In Hospitality &amp; Tourism, 3 (UT)</td>
<td>HTMT 210 Principles &amp; Practices &amp; Tourism, 3 (UT)</td>
<td>HTMT 210 Principles &amp; Practices In Hospitality &amp; Tourism, 3 (UT)</td>
</tr>
<tr>
<td>(F)</td>
<td>HTMT 351 Hotel Management, 3 (UT)</td>
<td>HTMT 360 Adventure Tourism, 3 (UT)</td>
<td>HTMT 360 Intro to Revenue Management, 3 (UT)</td>
</tr>
<tr>
<td></td>
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<td>HTMT 354 Hospitality &amp; Tourism Technology, 3 (UT)</td>
<td></td>
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<tr>
<td>Bing Pan</td>
<td>Ph.D. University of Nevada, Las Vegas Hospitality Administration Lodging and Service Operations</td>
<td>Ph.D. University of Illinois at Urbana-Champaign Leisure Studies Management</td>
<td>Various research project for the City of Charleston, CVB, etc.</td>
</tr>
<tr>
<td>(F)</td>
<td></td>
<td></td>
<td>One of top researcher</td>
</tr>
<tr>
<td>Wayne W. Smith</td>
<td>HTMT 210 Principles &amp; Practices in Hospitality &amp; Tourism, 3 (UT)</td>
<td>HTMT 310 Tourism Issues for Cities and Towns, 3 (UT)</td>
<td>Ph.D. University of Waterloo Geography Tourism</td>
</tr>
<tr>
<td>(F)</td>
<td>HTMT 310 Tourism Issues for Cities and Towns, 3 (UT)</td>
<td>HTMT 420 Sustainable Tourism in South Pacific, 1 (UT)</td>
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<tr>
<td></td>
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<td>HTMT 210 Principles &amp; Practices in Hospitality &amp; Tourism, 3 (UT)</td>
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</table>

**Proliferation**

**Spring 2016**

HTMT 210 Principles & Practices in Hospitality & Tourism, 3 (UT)
Practices in Hospitality & Tourism, 3 (UT)
HTMT 488 Strategic Hospitality & Tourism Management, 3 (UT)

Brian Wander (P)

Fall 2015
Diversity & Inclusion in Hotels/Hospitality, 1 (UT)

Master Clemson University Business & Behavioral Science Business Administration

Presently General Manager, Renaissance Charleston Historic District Hotel 2010-present

F, P: Full-time or Part-time; D, UN, UT, G: Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate

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 eventual losing of the double major with Business Administration. We have already made some significant changes to the minor and concentration requirement.

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.

RESEARCH AND PROFESSIONAL DEVELOPMENT PRODUCTIVITY

Listed below are the HTM Intellectual Contributions for 2015-2016.

<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>1</td>
<td>1</td>
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<tr>
<td>Frash</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Litvin</td>
<td>9</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>McLeod</td>
<td>-</td>
<td>5</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Pan</td>
<td>5</td>
<td>12</td>
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<td>Smith</td>
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ACADEMIC PUBLICATIONS

JOURNALS

Crotts, John  

Frash, Robert Frash, Jr.  

Litvin, Steve  


**Pan, Bing**


**Smith, Wayne**


**OTHER INTELLECTUAL CONTRIBUTIONS**

**Crotts, John**


**Pan, Bing**


**Smith, Wayne**


**OTHER CONTRIBUTIONS**

**Clement, Jeremy**


**McLeod, Brumby**

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

Pan, Bing
1. Hospitality and Tourism Technology for HTMT 354 course.

Smith, Wayne

CHAPTERS IN BOOKS

Crotts, John
2. Drafted revised FAM Grievance Procedures, College of Charleston

PROCEEDINGS

- List by discipline, then alphabetically by author. Highlight faculty member’s name

CONFERENCE PRESENTATIONS: INTERNATIONAL/NATIONAL

Crotts, John
1. Arch Woodside, John Crotts, Natalina Zlatevska and Abdul Aziz (2015) Are Wall Street wolves actually high-sales performers (Yes) and are all stockbrokers high sales performing wolves (No)? San Antonio, Texas: Southern Marketing Association Conference.
3. Symposium on Teaching Negotiations, Harvard University, Boston 2015
4. Fulbright Senior Specialist, 2010-2015

Frash, Bob
1. Partnership with Dr. Knut Scherhag, Vice President, Worms, University of Applied Sciences, Germany, planned course on management and marketing of motorcycle tours.

Litvin, Steve

McLeod, Brumby
1. 3rd Annual Hotel Real Estate Forum, Charleston, SC
2. HSMAI SC Chapter, (organizer), Beaufort, SC
3. HSMAI SC Chapter, (organizer), Myrtle Beach, SC
4. HSMAI SC Chapter, (president statewide chapter), Columbia, Hilton Head, Myrtle Beach, and Charleston.
5. Vest Norden Travel Mart, Faroe Island

Pan, Bing
6. 2015 Changjiang Scholar application review committee, Ministry of Education, China
7. 2015 Conference organization committee for the Third Tourism Informatics conference, Xi’an, China
8. 2015 Expert review committee for New Century Plan, Ministry of Education, China
9. 2015 Session Chair for Annual Conference of the International Association of Tourism Economics conference, Hong Kong, China
10. 2015 Best Research Paper Committee for 2016 ENTER Conference

STATE/REGIONAL PRESENTATIONS
Crotts, John

Pan, Bing
2. Pan, B. (2015). Demographics and Behavior of First-Time Visitors to Charleston, Charleston Travel Council Monthly Meeting,

Smith, Wayne

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

McLeod, Brumby
1. Vacation Rental Report (VRR) Project $10,000.

Pan, Bing
1. Hospitality benchmarketing and survey research projects, Charleston Area Convention and Visitors Bureau Grant, industrial grant, funded, $104,000.
2. China’s National Natural Science Foundation project, titled “big Data based Nowcasting Methods for Sudden Increase/Decline of Tourist Flows” $32,000.

SERVICE CONTRIBUTIONS
College

Clement, Jeremy
Academic Advisor
College of Charleston IT Strategic Planning Committee
School of Business Learning & Continuous Improvement Committee
HTMT Scholarship Coordinator
HTMT Club Faculty Liaison
Faculty Advisor for ATO Fraternal Organization

Crotts, John
Academic Advisor
Member-School of Business Faculty Development Committee
Member- University’s Faculty Welfare Committee

Frash, Robert
Academic Advisor
CHAT Faculty Advisor
Core Course Coordinator-HTMT 210, HTMT 352 & HTMT 488
Member, School of Business International Business Committee

**Litvin, Steve**
Academic Advisor
Faculty Senate
School Scholarship Committee
Senate sub-committee member, Academics and Athletics
IRB Representative-Alternate
Speaker, Honors College Classes

**McLeod, Brumby**
Academic Advisor
Library Liaison
MBA Committee Member
Interim Program Director Schottland Scholars

**Pan, Bing**
Academic Advisor
Member, School of Business Curriculum Committee

**Smith, Wayne**
Academic Advisor
Chair- HTM Department
Honor Board
ITSAC Committee
Chair-Institutional Review Board
Faculty Advisory Committee to the President
Faculty Senate
Speaker at Commencement
Speaker at Honors Program
Speaker at Accepted Students Weekend
Chair-Curriculum Committee
Continual Improvement Committee
External T & P-Finance Department

**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
Journal of Hospitality and Tourism Research
Journal of Hospitality Marketing and Management
International Journal of Hospitality and Tourism Administration
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

McLeod, Brumby
Charleston Area Hospitality Association
Hospitality Finance & Technology Professional

Pan, Bing
Annual Evaluation for Charleston County Accommodation Tax Distribution
Annual Hospitality Forecasting Report
External Assessor Hong Kong Polytechnic University

**Smith, Wayne**


**LIST OTHER PROFESSIONAL ACTIVITIES**

**Clement, Jeremy**
- Project Consultant for Dream Center Clinic
- College of Charleston IT Strategic Planning Committee

**Crotts, John**
- Fulbright Senior Specialist
- Symposium Teaching Negotiations, Harvard University
- 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
- Province of Prince Edward Island, Canada Tourism Commission
- Fulbright Alumni Ambassador

**McLeod, Brumby**
- James B. Edward Elementary School Endowment Board-Triathlon
- Vacation Rental Report Project for the CACVB

**Pan, Bing**
- Writing book on Hospitality and Tourism Technology

**Smith, Wayne**
- Writing a textbook for all the HTMT 210 classes on Principles and Practices of Hospitality & Tourism
LIST JOURNAL AND REVIEWER

**Crotts, John**
- North American Editor, Tourism Management
- Journal of Business Research
- Journal of Travel Research
- Journal of Travel and Tourism Marketing
- Tourism Analysis
- Journal of Service Theory and Practice
- Tourism Review
- Scandinavian Journal of Hospitality and Tourism Management
- ASEAN Journal of Hospitality and Tourism
- Korean Academy of Management Sciences
- International Journal of Tourism Sciences
- 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 Hospitality and Tourism Research
- Journal of Hospitality Marketing and Management
- International Journal of Hospitality and Tourism Administration
- Journal of Foodservice Business Research
- Cornell Hospitality Quarterly
- Journal of Culinary Science and Technology

**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

**McLeod, Brumby**
- Journal of Hospitality & Tourism Research
Hospitality & Tourism Management Annual Report

- Cornell Quarterly
- Journal of Hospitality & 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
- 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
- Ardmore Community- Adopt-a-block

Frash, Robert
- Charleston County Parks and Recreation Commission
- Economic Analyses for Lowcountry Oyster Festival
- Economic Analyses for Taste of Charleston Event

Litvin, Steve
- External Program Reviewer, University of Guelph
- Guest lecture, Real Estate, FYE.

OUTSIDE MEMBERSHIPS

Clement, Jeremy
- Charleston Area Hospitality Association Board of Directors
- National Association for Experiential Education (NSEE)
• International Society of Travel & Tourism Educators (ISTTE)

Crotts, John
• Hospitality Association of South Carolina
• International CHRIE-The Hospitality and Tourism Educators
• Travel & Tourism Research Association

Frash, Robert
• Greater Charleston Restaurant Association
• National Restaurant Association NRA
• International CHRIE-The Hospitality and Tourism Educators

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
• International CHRIE-The Hospitality and Tourism Educators

McLeod, Brumby
• American Hotel & Lodging Association
• Hospitality Sales & Marketing Association
• Charleston Area Hospitality Association
• South Carolina Restaurant & Lodging Association
• Travel & Tourism Research Association.
• International ICHRIE-The Hospitality and Tourism Educations

Pan, Bing
• International ICHRIE-The Hospitality and Tourism Educations
• Travel & Tourism Research Association TTRA
• International Association for Tourism Economics

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 working with Godfrey Gibbison, Dean of the School of Professional Studies to offer a new degree for working professionals. The Bachelor
of Professional Studies (BPS) program in Hospitality Operations Management will assist to fill the void of students working in the industry who do not have a degree in hospitality. We are working closely with Dr. Gibbison to be able to offer this new program Fall 2017.

DEPARTMENT STRENGTHS AND WEAKNESSES
The Department of Hospitality and Tourism Management has seven faculty members and over 400 major, minor and concentration undergraduate students, including graduate MBA students. The department’s small number of faculty (7) is both a strength and a weakness. Our strength is how productive our faculty is both academically and with their research. The faculty number is also a weakness because we have at least 80 or more advisees, and it is difficult to gain departmental representation across School and College committees.

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 Servis1st Bank

The first place receives $1,000 and runner-up receives $250.

First place- Sandy Buns-Caroline Reid, Zoe Berkley-Creamer, Taylor Schuman, Madison Bonifield

Runner- Up-Holy City Kitchen-Anika Stork, Mollie Warren, Hannah Miller

Runner- Up-Spot-Me-Christian Williams, Darby Mackay, Benjamin Potter

We are pleased to announce that we now have three sponsors for our 488 Business Plan Award of $1,500. Bob Tennyson, Servis1st 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 2015-2016 total this year $21,500.
  - Charleston Bed & Breakfast Association Education Award $1,000.
    - Liza-Marie Kohler
  - Charleston Restaurant Association Education Award $4,000.
    - Lauren Nicole Fitzloff
    - Lauren Samantha Furey
    - Laura Elizabeth Hall
    - Brianna Nicole Mawra
  - Charleston Wine and Food Festival Excellence Scholarship $8,000.
• Jane Anne Muller
• Charleston Wine and Food Festival Senior Scholarship $2,000.
  • Catherine Paige Durham
  • Emma Nicole Milano
• Kiawah Island Golf Resort Education Award $1,500.
  • Houston Kelly Pearce
• Patrick Ringwald Scholarship $2,000.
  • Jennifer Marie Moxley
• Wild Dunes Resort Hospitality Management Scholarship $3,000.
  • Sara Lauren Romo

Gillian Zettler, Executive Director and Randall Goldman, Board of Directors for the Wine and Food Festival established a scholarship gift agreement for both an incoming freshman and an upper classman supported by the festival. The freshman scholarship will be renewed every academic year if the requirements are met. What a great start for our students for a growing industry!

DISTINGUISHED AWARDS GIVEN TO HTM STUDENTS
• South Carolina Governor’s Award
  Rachel Bradd
• Outstanding Student Award
  Kaitlyn Dowling
• Outstanding Minor Award
  Lindsay Antinoro
• Outstanding Academic Achievement Awards
  Rachel Bradd
• CHAT Leadership Award
  Meredith Cox
• Belmond Charleston Place Merit Awards
  Emily Carson
  Rebekah Crawford
  Audrey Kallman
  LeeAnne Lower
  Kathryn MacGovern
  Colleen Meagher
  Hanna
  Miller
  Samuel Parris
  Marina Pedini
Hospitality & Tourism Management Annual Report

Rachel Pierson
Benjamin Potter
Emily Sanders
Keli Smiling
Melissa Sokulski
Daniel Veirs

- Cahill International Internship Award
  - Brianna Nicole Mawra
  - Sara Lauren Romo

A special thank you to the Belmond Charleston Place Hotel who sponsor our HTM Awards Ceremony each year. With their generous gift we are able to select some very special students and acknowledge their accomplishments.

AWARDS AND DISTINCTIONS

Crots, John
- Fulbright Senior Specialist, 2010-2015
- Assessor-Australia Research Council 2013-present
- Regional Representative, Asia pacific tourism Association

Litvin, Steve
- Ambassador, Fulbright Scholars Program
- External Examiner for Accreditation Provincial

Pan, Bing
- Dr. Pan was elected Fellow of the International Association for China Tourism Studies.
  In total 22 scholars around the world were elected fellows on the study of tourism in China.

Smith, Wayne
- Successfully facilitated Charleston Wine + Food Scholarship of $10,000. annually, and renewed over $20,000 in other scholarship gifts.

OTHER ACCOMPLISHMENTS

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

- Dr. John Crotts has been busy evaluating the sales practices of Festival timeshare resorts, State of Maine, Zealander Holdings, Inc.
- Dr. Robert Frash working with Dr. Knut Scherhag, Vice President, Worms, University of Applied Sciences have finalized and gotten approval for the “Bachelor-Plus” program MOU, which will bring about six German students here to take HTMT courses, beginning in fall 2017.
- Dr. Steve Litvin has been busy working with a consulting team for Province of Prince Edward Island, Canada Tourism Commission.
• Dr. Brumby McLeod continues to expand our relationships with tourism suppliers, marketing agencies and tourism researchers as well as universities. He went to Vest Norden Travel Mart in September, 2015 to continue the development of our relationships.

• Dr. Bing Pan completed Lineau Programming and Optimization offered by the Department of Mathematics and received an A as his final grade. Quite an accomplishment with all his other duties.

• Program Popularity
  HTM List-Serv users = 1,035
  HTM Alumni List Serv = 1,195
  CHAT = 552
  HTM Face Book Subscribers = 578
Contact Information
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