Instructor Information:

Dr. Brumby McLeod, Assistant Professor  
College of Charleston  
School of Business  
Department of Hospitality & Tourism Management  
5 Liberty Street  
Beatty Center, Room 326  
Charleston, SC, USA 29401

Mobile: 843-708-8814  Email: mcleodb@cofc.edu

Office hours:

Monday, Wednesday, Friday from 1000 to 1200

Class Time and Location:

Tuesday and Thursday from 1050 to 1205 in Tate 133

Textbook Requirement:


Technology Requirements:

The course requires the use of Google Docs since it is available to all students and flexible in managing other file types. You will need access to a personal computer with strong reliable Internet access and multiple browsers such as Chrome, Safari, Firefox, and Internet Explorer. Smart phones and tablets alone are not sufficient, but certainly work at times for limited access to OAKS and Google Docs. You should have access and administrative control of a laptop or desktop with audio and video listening, viewing and creation capabilities. A mobile device for viewing, editing, and creating audio, photos, and videos is suggested; typically a smartphone is sufficient for these purposes.

OAKS and Communication Expectations:

Many administrative functions of the classroom are managed in our learning management system powered by Desire 2 Learn and branded as OAKS at the College of Charleston. Access to this course via an Internet browser is required for purposes of utilizing OAKS and the integrated Google Docs provided to all College of Charleston students and faculty. The Firefox browser is suggested, but none of the browsers are without shortfalls. Systems are particularly problematic after new releases or updates, so access to multiple browsers is necessary. For instance, attaching files in OAKS via the Chrome browser was problematic following a recent Google upgrade. Access to OAKS and details of the system requirements are provided in My Charleston. Grades, general communication, electronic documents, quizzes, assignments, class exercises, and exams will be managed through OAKS. You should be logging into this system several times a week and scheduling periods of time to access OAKS during each learning module to complete the necessary quizzes, discussions, class exercises, assignments, and exams. Approximately 1 to 1 ½ hours of engagement per week during the semester is expected to successfully complete this course. This does
not include the time required for reading the textbook and attending class. Please note that there are firm
deadlines for completing and interacting with your classmates and me and submitting class exercises,
quizzes, assignments, exams, and discussions.

Course Description:

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. This course is designed as an overview
of the hospitality and tourism industry. This course, in an online setting particularly, will require you to
demonstrate all of the learning goals outlined below by the School of Business.

School of Business Learning Goals:

Communication Skills—students demonstrate the ability, via both written and spoken word, to effectively
present, critique, and defend ideas in a cogent, persuasive manner.

Quantitative fluency—students demonstrate competency in logical reasoning and data analysis skills.

Global and civic responsibility—students identify and define social, ethical, environmental and economic
challenges at local, national and international levels. Students integrate knowledge and skills in addressing
these issues.

Intellectual innovation and creativity—students demonstrate their resourcefulness and originality in
addressing extemporaneous problems.

Synthesis—students integrate knowledge from multiple disciplines incorporating learning from both
classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Course Learning Goals and Objectives:

The course’s learning goals and objectives for each chapter are stated at the beginning of each module and
chapter in the textbook and the lecture notes provided in OAKS. The lecture notes, quizzes, exams, class
exercises, assignments, and discussions assess your attainment of those learning objectives.

Course Structure:

The course is organized around 3 learning modules. Each module consists of chapter readings, class
exercises, chapter quizzes, an online discussion, an individual in-depth assignment, and an exam. Details
of each learning module are provided under the ‘Content’ section. Your grade in this course is determined
by a total of 15 class exercises, 15 quizzes, 5 online discussions, 3 exams, and 3 in-depth assignments.

Class exercises—are provided to practice, reinforce, and detail concepts discussed in class lectures. At
least 15 class exercises will be given during the course for a combined value of 15% of your overall grade;
the two lowest will be dropped. There are no make-ups or excused absences for class exercises. Each
class exercise is worth 1% of your grade; there will be 15 of them in total. The two lowest class exercises
will be dropped to account for excused and unexcused absences.

Quizzes—the quizzes are meant to engross you in the textbook readings and prepare you for the exam
covering that particular learning module. They are my method of holding you accountable for meeting the learning objectives and retaining the textbook content. Each chapter has a related quiz that can be taken up to 3-times; your highest quiz attempt score is your recorded score; each quiz consists of 5 questions; the questions are delivered one at a time over 5-minutes; the quiz does not allow you to return to any previous questions; the quizzes must be completed sequentially the first time within a learning module; each graded quiz is worth 1% of your grade; answers to the quizzes will NOT be revealed.

*Exams*—each exam should be taken after all of the quizzes are completed for a learning module and you are satisfied with your recorded quiz scores. The exams are comprised of a random pool of quiz questions; yes, you will have seen some of the questions before. The exam is similar to the quiz delivery method, but you will have 60-minutes to complete the exam and only one attempt. Each exam is worth 5% of your grade; they are not comprehensive between modules.

*Assignments*—are unique to the learning module content and require you to apply the overall School of Business learning goals and the learning objectives outlined by the textbook chapters to an organization, destination, or case scenario. There is only one assignment per learning module and they are worth 10% each. These should be started as early as possible for each learning module.

*Discussions*—provide one of my favorite online forums for debating controversial issues and engaging each other during the course. Your participation is critical to the success of the online forum. I expect you to engage in the discussions throughout the posting period to demonstrate your knowledge of the subject, apply tourism concepts, and provide alternative perspectives made by classmates or outside sources. Each online discussion is worth 5% of your grade. Discussions are scored by the following criteria: *a thorough quality initial posting, participation throughout the discussion period with meaningful contributions and depth, postings that incorporate the textbook readings to the topic, the incorporation of outside support and references to your discussion, and consistent quality, clarity, professionalism and grammar in your postings.* Start early and engage often. Your classmates postings are visible after your initial posting.

**General Community Expectations:**

There are several important areas designed for engagement with your classmates and me such as *Discussions* and the *Student Lounge*. Participation in these areas is highly valued and requires a mature, respectful, and thoughtful level of communication. Even more, access to some of these areas, such as the learning module discussions, require extensive preparatory work before postings. These learning module discussions provide an opportunity for you to demonstrate your understanding and application of the material. Challenge your classmates by presenting an alternative viewpoint, but be respectful and include evidence to support your statements. Compliment your classmates by supporting their posting with additional evidence. You are encouraged to add an alternative perspective to a classmate’s postings, but provide supporting evidence. The goal is engagement on the topic.

**Grading Determination:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Weight</th>
<th>Formula</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Exercises</td>
<td>15%</td>
<td>15 @ 01% = 15%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>15%</td>
<td>15 @ 01% = 15%</td>
</tr>
<tr>
<td>Assignments</td>
<td>30%</td>
<td>03 @ 10% = 30%</td>
</tr>
<tr>
<td>Exams</td>
<td>15%</td>
<td>03 @ 05% = 15%</td>
</tr>
<tr>
<td>Discussions</td>
<td>25%</td>
<td>05 @ 05% = 25%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>100%</td>
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Course Content and Schedule:

The course content is organized around three learning modules. Please note the firm due dates. There are also pre and post modules: Orientation & Introduction and Course Conclusion. There is no class on the day the module ends: Thursday, September 24; Thursday, October 29, and Tuesday, November 24, 2015.

**Orientation & Introduction**, online syllabus quiz and discussion to be completed before class on **Tuesday, September 1, 2015**.

I. **The Traveling Public and Tourism Promoters**, readings, quizzes, exam, discussion, and in-depth assignment to be completed by the end of class on **Thursday, September 24, 2015**:

   a. Chapter 01, Introducing the World’s Largest Industry, Tourism
   b. Chapter 02, Marketing to the Traveling Public
   c. Chapter 03, Delivering Quality Tourism Services
   d. Chapter 04, Bringing Travelers and Tourism Service Providers Together
   e. Chapter 05, Capturing Technology’s Competitive Advantages

II. **Tourism Service Suppliers**, readings, quizzes, exam, discussion, and in-depth assignment to be completed by the end of class on **Thursday, October 29, 2015**:

   a. Chapter 06, Transportation
   b. Chapter 07, Accommodations
   c. Chapter 08, Food and Beverage
   d. Chapter 09, Attractions and Entertainment
   e. Chapter 10, Destinations

III. **The Hospitality Environment**, readings, quizzes, exam, discussion, and in-depth assignment to be completed by the end of class on **Tuesday, November 24, 2015**:

   a. Chapter 11, Economic and Political Impacts of Tourism
   b. Chapter 12, Environmental and Social/Cultural Impacts of Tourism
   c. Chapter 13, Sustaining Tourism’s Benefits
   d. Chapter 14, The Future of Tourism

**Course Conclusion**, complete online teaching evaluation and participate in course feedback discussion in OAKS to be completed during class on **Thursday, December 3, 2015**.

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>94 or above</td>
</tr>
<tr>
<td>A-</td>
<td>90 - 93</td>
</tr>
<tr>
<td>B+</td>
<td>87 - 89</td>
</tr>
<tr>
<td>B</td>
<td>83 - 86</td>
</tr>
<tr>
<td>B-</td>
<td>80 - 82</td>
</tr>
<tr>
<td>C+</td>
<td>77 - 79</td>
</tr>
<tr>
<td>C</td>
<td>73 - 76</td>
</tr>
<tr>
<td>C-</td>
<td>70 - 72</td>
</tr>
<tr>
<td>D</td>
<td>60 - 69</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
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</tbody>
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Disability Services:

This College abides by section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act that stipulates no student shall be denied access to an education "solely by reason of a handicap." Disabilities covered by law include, but are not limited to, learning disabilities and hearing, sight or mobility impairments. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please contact an administrator at the Center of Disability Services, (843) 953-1431 and me so that such accommodation may be arranged.

Center for Student Learning:

I encourage you to utilize the Center for Student Learning's (CSL) academic support services for assistance in study strategies, speaking & writing skills, and course content. They offer tutoring, Supplemental Instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843) 953-5635.

Honor Code and Academic Integrity:

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student's actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student's file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student's transcript for two years after which the student may petition for the X to be expunged. The F is permanent. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission-- is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php