HTMT 310
Current Topics in HTMT: Tourism Issues for Cities and Towns - 12421 - HTMT 310 - 02
Tate Center 133
Monday 5:30 PM – 8:15 PM

Instructor  Wayne W. Smith PhD
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            Tel: 843.953.6663
            Cell: 843.475.4102
            Email: smithww@cofc.edu

Office Hours  M - 3:30 – 4:30 PM
              T & R – 12:00 – 1:30 PM

Course Prerequisites  HTMT 210 or permission of instructor

Course Objectives
This course examines tourism issues from a city and town perspective. Topics covered during
this course include managing transportation systems, preserving historic and cultural elements
and maintaining tourism infra and super structure. The course will present opportunities
to analyze and discuss multiple perspectives related to understanding and managing tourism
businesses in a globalized environment.

Required Readings
Will be distributed in class

Professor’s Policies

- Please come see the professor if you need help with the course materials.
- Please use your school E-mail account for all electronic correspondence with the
  professor.
  - When E-mailing please put the course number in the subject line and remember
to check your grammar and spelling.
  - The professor tries to respond to all correspondence within 24 hours however;
sometimes circumstances do arise when that is not possible. If you have not
received a reply in 24 hours, please resend the E-mail with a reminder.
- All assignments are due at the beginning of class in which they are due.
  - All assignments collected after that time is considered late and a 5% per day
    penalty will be assessed unless prior arrangements between the student and the
    professor were made.
  - All assignments must be handed directly to the professor. DO NOT slide
    assignments under the professor’s office door!
  - Extensions must be negotiated at least 48 hours before the due date. This policy
    (as with all of these policies) can be waived at the professor’s discretion.
- When receiving a grade, wait 24 hours before disputing it if necessary.
Learning Goals:

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
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**COMMUNICATION SKILLS:**
Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

Students will be asked to write using a variety of techniques:
1. Students will be required using a variety of mediums including memos, briefing notes as well as traditional papers.

**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.

Students will demonstrate learning about Global Civic Responsibility through:
1. Students will be incorporating the triple bottom line and sustainable tourism concepts into assignments.

**SYNTHESIS:** Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings, in the completion of complex and comprehensive tasks.

Students will be consistently required to demonstrate critical thinking and synthesis.
1. Students will create a 72/72 plan.

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**Center for Student Learning**

*I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies 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](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

Disability Statement

The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed.
Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class lead</td>
<td>20</td>
</tr>
<tr>
<td>Case Studies</td>
<td>50</td>
</tr>
<tr>
<td>72/72 Plan</td>
<td>30</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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Grading

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>94 - 100</td>
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<tr>
<td>A-</td>
<td>90 – 93</td>
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<tr>
<td>B+</td>
<td>87 – 89</td>
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<tr>
<td>B</td>
<td>83 – 86</td>
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<tr>
<td>B -</td>
<td>80 – 82</td>
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<tr>
<td>C+</td>
<td>77 – 79</td>
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<tr>
<td>C</td>
<td>73 – 76</td>
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<tr>
<td>C-</td>
<td>70 – 72</td>
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<tr>
<td>D+</td>
<td>67 – 69</td>
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<tr>
<td>D</td>
<td>63 – 66</td>
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<tr>
<td>D -</td>
<td>60 – 62</td>
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Phase I - Case Studies (30%)

During Phase I each class will contain a case study. Students are to bring to class a one page response to the case. At the end of each topic, the student will submit their initial response along with a revised response based on the class discussion.

Phase II - Class Lead (40% + 10% for class assignments)

In a group of two, you will prepare and facilitate a 45 minute discussion on a major tourism issue. The grade breakdown for the project will be as such:

1. Preparation – 15%
   a. Briefing note
   b. Class assignment
2. Class lead execution – 15%
   a. Theoretical foundation
   b. Practical application
   c. Delivery
3. Group dynamics post review – 5%

Each group will assign the class a piece worth 1% overall (10 *1% =10% overall)

72/72 Plan (20%)

The final project will consist of a 10 – 15 page paper on your version of the 72/72 plan. You may complete this project individually or in a group of up to three. If you choose to complete this project as a group, there will only be one group grade assigned.
CLASS SCHEDULE

(Subject to change upon instructor’s discretion)

Preamble

1. August 31st - Introducing destination management (premier ranked destinations)
   a. PRD
2. September 7th - Host residents perceptions of tourism
   a. Doxy’s Irridex
3. September 14th – Balancing development and growth – 72/72 Plan
   a. Triple bottom line

Phase I

5. September 28th – Where’s the talent? HR in a high demand market.
6. October 5th – TBD
7. October 12th – 72/72 Plan Due

October 19th – Fall Break No Class

Phase II – Topics TBD

8. October 26th – Group 1                      Group 2
9. November 2nd – Group 3                  Group 4
10. November 9th – Group 5                  Group 6
11. November 16th – Group 7                 Group 8
12. November 23rd – Group 9                 Group 10