HTMT 210 (06/08 – 03/07) Spring 2017 Class Syllabus
Principles and Practices in Hospitality and Tourism Management

Instructor: Robert (Bob) Frash, Ph.D.
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Phone: 843.953.0827
Office: JC Long 306
Office Hours: Tuesday and Thursday 10am-12pm (appointments suggested)
Schedule of Activities: Refer to the Course Calendar

Location, Meeting Days, & Time:
  HTMT 210-06/08 JSC 333 Tuesday and Thursday from 12:15-1:30 pm
  HTMT 210-03/07 BCTR 320 Tuesday and Thursday from 1:40-2:55 pm

Prerequisites: None

Required Course Text and Readings:
  - Addition readings posted Oaks (See Course Calendar)

Course description:
An overview of the hospitality and tourism field including its historical development, major components, functions and current and future trends.
*Does not count toward major GPA except in HTMT major and/or concentration.

Grading:

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams 3 @ 100 Pts. Ea.</td>
<td>300</td>
</tr>
<tr>
<td>Final Exam</td>
<td>150</td>
</tr>
<tr>
<td>Trend Research 5@60</td>
<td>300</td>
</tr>
<tr>
<td>HTM Information Interview</td>
<td>125</td>
</tr>
<tr>
<td>Guest Speaker Report 5@25</td>
<td>Lowest Grade Dropped 100</td>
</tr>
<tr>
<td>Class Participation/Team Effort</td>
<td>25</td>
</tr>
<tr>
<td>Total Points</td>
<td>1000</td>
</tr>
</tbody>
</table>

Course components and the points assigned them may be changed, added or dropped, at instructor’s discretion, should it be warranted.  Students will be notified through OAKS, email, or in class should changes occur.

Grading Scheme

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.9%</td>
</tr>
<tr>
<td>B</td>
<td>83-86.9%</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.9 %</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.9%</td>
</tr>
<tr>
<td>C</td>
<td>73-76.9%</td>
</tr>
<tr>
<td>C+</td>
<td>77-79.9 %</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.9%</td>
</tr>
<tr>
<td>D</td>
<td>63-66.9%</td>
</tr>
<tr>
<td>D+</td>
<td>67-69.9%</td>
</tr>
<tr>
<td>D-</td>
<td>61-62.9</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60.9%</td>
</tr>
</tbody>
</table>

Factors in Grading:
  - Class participation, attitude, teamwork and demeanor will be noted by the instructor and used to swing grades up or down
  - All course work submitted must be:
    o word processed in MS Word
    o grammatically correct
    o consistent with the Publication Manual of the American Psychological Association (APA) 6th ed. Standards.
  - All course work must be submitted on-time. Coursework submitted late will cause a reduction in grade at the discretion of instructor relative to the degree and nature of the tardiness (In the case of an email submission, the time and date of reception will act as the official submission instance.
  - Professional demeanor is mandated at all times
College of Charleston / School of Business
Learning Goals / Assessment Methods

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 write a narrative about a current trends in the hospitality and tourism industries and then share their findings with the class.

INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

Students will meet with industry professionals to assess career opportunities and professional advancement.

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 weigh and be tested on sustainability issues across the lodging, foodservice, and events industries.

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 conduct a critical feasibility and trend analysis of a local hospitality and/or tourism business.

QUANTITATIVE FLUENCY: Students will demonstrate competency in logical reasoning and data analysis skills.

Students will examine and analyze statistics related to industry trends in hospitality and/or tourism businesses.

Attendance:
Attendance is important! Due to the nature of the course activities, the student is required to attend class and to participate and engage in class. Research indicates that class discussion fosters enhanced learning for all class members and builds a more robust cognitive schema (Gagne, 1985; & Hamblin, 1974). Therefore:

- Anyone missing more than 2 class periods may be deemed ineligible for a grade of “A.”
- Anyone missing more than 3 class periods may be deemed ineligible for a grade of “B” or better.”
- Anyone missing more than 4 class periods may be deemed ineligible for a grade of “C” or better."
- Anyone missing more than 5 class periods may be deemed ineligible for a grade of “D” or better."

Attendance is only excused for medical or other serious and legitimate reasons. Student must submit documentation for any absence considered for excuse.

OAKS
The class will utilize OAKS, which is an integrated web-based learning management system (LMS) that is integrated with College of Charleston’s BANNER infrastructure. OAKS is actually a CoC name given to an LMS designed by “Desire-2-Learn.” Every student officially registered for this class is added to OAKs automatically. You should log on to OAKS through your MyCharleston portal.
OAKS includes the courses:
- Syllabus
- Calendar
  The course calendar will be changed periodically throughout the semester to accommodate class dynamics. Students are responsible for checking OAKS for updates.
- Assignment guidelines
- Grades
- Class PowerPoint presentations
- And, all other course related materials that can be formatted digitally

Exams:
There will be 3 midterm exams covering the course text, reference materials, class lectures, anything discussed in class and all course activities. Therefore, coming to class will be essential to doing well on the exams. Students that attend and are actively engaged during class periods do satisfactorily on exams. Exam dates are posted on the course calendar. Exams will consist of multiple-choice, fill-in-the-blank and short-answer questions.

Final Exam:
The final exam will cover the last three lectures and concepts from the rest of the class—the final exam is comprehensive.

Trend Analysis
In order to harness those concepts as we progress through the 21st century, hospitality and tourism managers need to understand the dynamic nature of their industry. To that end, students must reach beyond the textbook for current trends and issues in areas including product development, ethics, human resources, finance, marketing, travel, design, globalization, technology and others. Students will research a topic given by the instructor and prepare a 300-400 word, double-spaced, referenced, structured review. Students’ reviews will serve to facilitate an in-class team discussion on the topic.

Guest Speaker Research/Q&A
Charleston is now an internationally renowned tourism destination. Much of this acclaim is due to the area’s extraordinary hotel, restaurant, event, and other hospitality leaders’ personalities. This semester, five local HTM industry leaders will be visiting your peer facilitator sessions to discuss vital issues. It is your job to learn from them through an intelligent exchange of questions and answers. Students will research each profession figure and/or their business operations and write a one page paper, including two or three business-focused questions, based on your research, for the guest. These must be prepared BEFORE your session and brought to the peer facilitator typed. No hand-written research and questions will be accepted. However, handwritten notes about the guest’s responses are appropriate.

Informational Interview/HTM Career Analysis
Informational interviewing is just what it sounds like—an interview designed to produce information. But what kind of information—the information you need to choose an HTM career path, learn how to break in and find out if you have what it takes to succeed. The process has been referred to as “trying on jobs to see if they fit you.” Many people screen jobs and companies after they’ve already taken a job. Informational interviewing gives you the opportunity to conduct the screening process before accepting a position. The best way to learn what you really want in a career is to talk with the people in that career field. Because of the exploratory nature of informational interviews, they are particularly effective for those, such as college students, who are considering their career choices. Informational interviews can be a helpful way of discovering what working for HTM companies would be like.

Class Preparation:
Students are expected to read and prepare before class time. Class topics and the dates are posted in the course calendar. Please come to class prepared and ready to contribute.
Team Process
HTM organizations have asked the academy to prepare students for the increased team emphasis found in today’s workplace. Team-based learning has been shown to promote enhanced academic achievement. The class will be divided into teams of typically three-four students each.

All assignments submitted for the team must include the participating team members’ names. Only team members that attend class and/or team meetings and participate in team activities and should be listed on the assignment submissions. Team members will earn the pooled team grade for all team-based assignments (i.e. barring potential peer evaluation penalties).

To eliminate social loafing, free riding or any other individual withholding of effort, students are to exercise the following:
1. Complete a “Team Contract” (see OAKS). The Team Contract should set each team member’s expectations and facilitate communication.
2. Students may submit a peer evaluation at the end of the semester (Form available on request from instructor). The process requires each student to rate the percentage of individual input associated with each team member’s assignment contribution. Should the evaluations suggest a team member is not contributing his or her fair share of the work, their grade can be reduced accordingly at the discretion of the instructor.
   If there a problem with your team’s process or any individual member of your team, REPORT THE PROBLEM TO YOUR INSTRUCTOR AS SOON AS POSSIBLE.

Academic Integrity:
The Honor Code of the College of Charleston will be strictly adhered to in this course.

The Honor Code of the College of Charleston specifically forbids:
- Lying: knowingly furnishing false information, orally or in writing, including but not limited to deceit or efforts to deceive relating to academic work, to information legitimately sought by an official or employee of the College, and to testimony before individuals authorized to inquire or investigate conduct; lying also includes the fraudulent use of identification cards.
- Cheating: the actual giving or receiving of unauthorized, dishonest assistance that might give one student an unfair advantage over another in the performance of any assigned, graded academic work, inside or outside of the classroom, and by any means whatsoever, including but not limited to fraud, duress, deception, theft, talking, making signs, gestures, copying, unauthorized use or possession of study aids, unauthorized reuse of previously graded work, memoranda, books, data, or other information.
- Attempted cheating: a willful act designed to accomplish cheating, but falling short of that goal.
- Stealing: the unauthorized taking or appropriating of property from the College or from another member of the college community. Note also that stealing includes unauthorized copying of and unauthorized access to computer software.
- Attempted stealing: a willful act designed to accomplish stealing, but falling short of that goal.
- Plagiarism: The verbatim repetition, without acknowledgement, of the writings of another author. All significant phrases, clauses, or passages, taken directly from source material must be enclosed in quotation marks and acknowledged either in the text itself or in footnotes/endnotes.
   - Borrowing without acknowledging the source.
   - Paraphrasing the thoughts of another writer without acknowledgement.
   - Allowing any other person or organization to prepare work which one then submits as his/her own.

Penalties for Violations of the Honor Code range up to and include expulsion from the College. Attempted cheating, attempted stealing, and the knowing possession of stolen property shall be subject to the same punishment as the other offenses. Because the potential penalties for an Honor Code violation are extremely serious, all students should be thoroughly familiar with the above definitions and be guided by them.

Instructor’s Note:
I consider teaching, working, and learning with scholars such as you, an honor and a privilege. Notwithstanding our various levels of experience, each of us brings a valid contribution to the class. Though I hope to be a worthy resource for each of you; I view my principle function as facilitator of your diverse contributions.