HTMT 380-Fall 2017 Class Syllabus
Managing Global Tourism
(crn 12020)

Instructor: Pamela Weiler, BA, MSc
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Phone: n/a
Office: TCFE 305
Office Hours: By appointment - must be set up via email for my record. In person or phone meetings available.
Class location: Beatty 214
Class meeting Days/Time: Thur 530
Course Prerequisites: HTMT 210, ECON 200, ACCT 203 or permission of the instructor
Course Tests & Online Materials: Midterm presentation and Essay Final - see syllabus, no course textbooks required

Course description:
This course examines tourism issues from a global perspective. Topics covered during this course include: international business practices with case study analysis, cruise tourism, sources of tourist revenue and distribution, Cuba tourism development, exploring diverse populations and sustainable development. The course will present opportunities to analyze and discuss multiple perspectives related to understand and managing tourism in a globalized environment.

Instructor's Policies
1. Please see instructor if you need help with course materials. Email is the preferred communication to set up appointment. Phone or in person appointments available- Please send request via email.

2. Please no web phone browsing or texting during lecture- participation is graded. Emergency calls may be taken outside. Breaks will be given, please be diligent and return on time so not to disrupt lecture.

3. All assignments must be dropped in OAKS- ASSIGNMENTS DROPPED OFF AT DEPARTMENT OR WITH STAFF WILL NOT BE ACCEPTED (see syllabus assignment details in schedule) - use OAKS drop box
4. Any late assignment requests must be submitted via email no less than 72 hours prior to due date. It is at the instructor's discretion, whether late requests will be considered.

5. Written assignments:
   ***Writing will be penalized if they do not follow this format***
   Times New Roman, 12 point, 1.5 spacing, all margins 1”, no title blocks (cover page optional), no justified paragraph format, in text citation is expected, no first person, no contractions, avoid excessive use of long quotes. While using trade publications is acceptable, academic source are expected. Assignments based solely on website citation will be penalized. Must use citation, only MLA or Harvard citation is accepted. If you feel your writing needs help developing, I will help you if you reach out and please make use of the writing center.

6. Attendance policy: I will note attendance; and it will reflect in final grading, those with perfect attendance can boost final grade
**TOPICS:**

**Globalization drivers:**
- Identify historical, political and economic trends, which effect current trends in tourism industry
- Different tourist classifications and motivations
- Managing employment diversity

**Sustainable tourism:**
- Destination considerations from multiple stakeholders
- Cruise tourism- largest growing sector of tourism
- Sustainable tourism- government business and consumer responsibilities
  - Cuba case study
  - Cruise case study

**International business:**
- Sources of tourism income and distribution, destination asset mgt, supply chain
- Franchising and expanding overseas
- Trends changing tourism
- Synthesis: The future of tourism

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<thead>
<tr>
<th>STUDENT LEARNING OUTCOMES</th>
<th>ASSESSMENT METHOD AND PERFORMANCE EXPECTED</th>
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<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? Effort is the key to succeeding in this course.</td>
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**I) 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.

| | The students will develop a group presentation to attract investors to the City of Charleston |
| | The students will be assigned various writing assignments related to contemporary tourism development |

**II) INTELLECTUAL INNOVATION AND CREATIVITY:**
Students will be able to demonstrate their resourcefulness and originality by challenging current industry norms and finding ways to grow industry.

| | Class discussion, course assignments, presentation, and final essay. |

**III) 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 conduct a written analysis of sustainable tourism issues |

**IV) 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.

| | This fluency MUST be demonstrated in classroom discussion: Students will explore beyond static thinking and will contribute to or challenge lecture material. Supplemental efforts will be observed through course assignments, presentation, and final essay |

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

<p>| | This fluency must be demonstrated in presentations and written assignments |</p>
<table>
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<tr>
<th>Week 1- Intro and Writing Quality</th>
<th>Lecture content</th>
<th>Assignment DUE on the following week it is assigned</th>
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<tr>
<td>Introduction: Syllabus, policy review, and writing standards – briefly discuss topics, which will be covered</td>
<td>(5%) 2 pages- Submit writing sample per guidelines: Why are you interested in this course, what do you hope to learn and where do you see yourself after graduation?</td>
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<tr>
<td>Week 2- Motivations and Influences</td>
<td>Tourism trends and motivations- Tourism classifications, inbound/outbound, intl/dom Destination marketing Influences: political, social, economic and natural events</td>
<td>(5%) 2 page- What trends in tourism do you see in industry, which might are affecting the tourism industry?</td>
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<tr>
<td>Week 3- Managing Assets</td>
<td>Sources tourism revenue and distribution to include Mega Events *Lecture necessary for group midterm presentations, explanation of midterm, assignment of groups</td>
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<td>Week 4- Sustainable Tourism Part 1</td>
<td>Sustainability on a global scale- securing destinations Business, Government and Tourist Responsibility Who is UNESCO? Who is the UNWTO?</td>
<td>(5%) 2 page- what sustainable efforts (political, enviro, social) do you see orgs/govt’s doing to make tourism manageable?</td>
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<td>Week 5- Sustainable Tourism Part 2</td>
<td>Sustainable business • Consumer and business responsibilities • Greenwashing • Volunteer tourism</td>
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<td>Week 6-</td>
<td>In group class time for presentation- students need to clarify any questions regarding presentations</td>
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<td>Week 7-</td>
<td>Field Trip- Inventory of City Assets</td>
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<td>Week 8-</td>
<td>Midterm Student Presentations- Promoting the City of Charleston to Investors</td>
<td>(25% ): Prof eval with group feedback from class</td>
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<td>Week 9- Cruise tourism Part 1</td>
<td>Intro Cruise tourism- fastest growing sector of tourism</td>
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<tr>
<td>Week 10- Cruise tourism Part 2</td>
<td>- Turks and Caicos case study - Charleston case study</td>
<td>3 pages- How can the cruise industry improve its practices? Who are the stakeholders and how are they implicated? (5%)</td>
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<td>Week 11- Cuba tourism</td>
<td>Cuba Tourism- Past present and future</td>
<td>3 page- explain how Cuba can help to ensure its tourism economy (5%)</td>
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<td>Week 12- Trends</td>
<td>Influence of Digital Distribution Channels- evolution from GDS to intermediaries AirBnb revolution</td>
<td>2 page- explain the implications for intermediaries and consumers and how has Airbnb changed the landscape? (5%)</td>
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<td>Week 13- Diversity</td>
<td>Diversity- Franchising and overseas expansion, HR considerations Read the Four Seasons case study and discuss in class</td>
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<td>Week 14-</td>
<td>Thanksgiving- no class</td>
<td>Have topic ready for approval for next class</td>
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<td>Week 15- Career planning</td>
<td>Review Career Opportunities in Tourism What is your career plan? Linkedin, resume and cover letter guidance</td>
<td>Written essay- with Prof approval topic due next class (30%)</td>
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30% There will be 6 assignments distributed related to class material; see schedule below for details
25% Midterm presentations
30% Final
5% Class participation
10% Attendance

Important dates
Aug 24th - first day of class
Oct 12th - Midterm presentations
Nov 23rd - No class Thanksgiving
Dec 7th - Final

Grading
A 94-100  B- 80-84  D 65-69
A- 90-93  C 75-79  D- 60-64
B 85-89  C- 70-74  F 59 or below

Special accommodations:
College Skills Writing Lab and Speaking/Presentation Lab services are located in the Center for Student Learning (Addlestone Library, first floor). Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. For more information, please call 843.953.5635 or visit http://csl.cofc.edu/labs/writing-lab/.

College of Charleston participates in the REACH program for students with intellectual disabilities. For more information, please contact the REACH director, Edie Cusack at cusackel@cofc.edu

Class Attendance: Signing an attendance sheet is mandatory for your attendance to be recorded. If you anticipate missing more than 3 classes, it is recommended you drop the course by the add/drop deadline. Absences due to religious reasons will be considered only if arrangements are made prior to absence. Class assignments must be turned in prior to scheduled religious absence. Any unexcused absence will drop your final grade 1% per missed class.

Natural disasters, which are recognized by CoC and affect scheduled class, will be taken into consideration for makeup class and assignments. Assignments will not be waived, rather made up.

Because class attendance is crucial for any course, students are expected to attend all classes and laboratory meetings of each course in which they enroll. Instructors maintain the authority to determine how absences will be addressed, which should be detailed in their attendance policies. Participation in college-sponsored activities, where students are official representatives of the College of Charleston, may result in absence(s). Instructors will recognize absences in which students are official representatives of the College of Charleston (such as intercollegiate academic or athletic team competition, or academic program sanctioned research presentation or artistic performance) as excused. During the first week of classes, instructors will announce and distribute their attendance policies, including criteria to be used in determining excused absences. Instructors determine whether absences are excused or unexcused for the purposes of participation grades, in-class assignments, and laboratories. Regarding formal graded work (such as exams, presentations, papers), instructors will make "reasonable accommodations" when a student misses class for an event at which s/he is an official representative of the College of Charleston. Examples of reasonable accommodations might include: rescheduling an exam, altering presentation times, or flexibility in assignment submission dates. Students are required to submit documentation of their College representation related commitment from the appropriate College authority at least one week prior to the scheduled absence in order to be eligible for reasonable accommodations by the instructor. Regardless of any accommodation granted, students are responsible for satisfying all academic objectives, requirements, and prerequisites as defined by the instructor and the College. Instructors ascertain whether both excused and unexcused absences count in determining the basis for a grade of “WA,” which stands for “withdrawn excessive absences” and is equivalent to a failing grade. If attendance is used for grading purposes, the instructor is responsible for keeping accurate attendance records. If a student has more than the maximum allowed absences as defined in the course syllabus, the professor may assign a “WA.” Instructors are required to submit an electronic “WA” form (located in MyCharleston faculty tab) to the Registrar on or before the last meeting day of the class. The Registrar will then send an email notification to the student. The student is responsible for keeping personal addresses and contact information current through the Office of the Registrar. All students, whether absent or not, are responsible for all information disseminated in the course.
College of Charleston 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 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

Inclusion:

Disabilities Statement
If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with me.

College of Charleston promotes an inclusive learning environment. We come from various backgrounds with different needs and experiences. Today’s current social landscape is constantly changing, it is a learning process for us all. If you want to discuss a personal matter or concern privately, please approach me outside of lecture.