Instructor Information:
Dr. Brumby McLeod, Assistant Professor
College of Charleston
School of Business
Department of Hospitality & Tourism Management
Beatty, Room 326
843-708-8814 (mobile)
mcleodb@cofc.edu

Course Description:
This course focuses on the operation and management of tour operators engaged in the leisure activity that takes place in an unusual, exotic, remote, or wilderness destination associated with high levels of involvement and activity by the participants in an outdoor setting. Banff National Park will serve as the winter alpine setting for this course.

Class Time and Location:
HTMT 360-02 (20583): Online course and participation in the Spring Break trip to Banff National Park
Office hours:
Monday and Wednesday from 1000 to 1200

Prerequisites:
HTMT 210 & Junior Status (60 credit hours), or permission of instructor

Required Textbook:

Google Docs:
Google Docs will be heavily utilized in this course because of the online collaboration required for this course and the spring break travel component. Grades, general communication, electronic documents, assignments, discussions, and activities will be managed on this platform throughout the semester. OAKS will NOT be utilized for this course.

Course Overview:
This course is organized as an international adventure experience that includes rigorous outdoor activity such as downhill skiing, snowmobiling, dog sledding, cross-country skiing, dog sledding, ice skating, sledding, and/or ice climbing. Students will be active participants in an outdoor learning environment.

Course Structure:
This course will be managed in an online environment throughout the semester and during the 9-day international trip to Banff National Park in Alberta, Canada March 5 thru 13, 2016. All students registered for the course must participate in the trip. The course has 3 elements: Planning, Participation, and Reflection.

Planning includes all of the pre-trip elements such as organization of trip responsibilities, course readings, and planning by the three teams. Course participants are assigned to one of three teams: Culinary, Digital Media, or Logistics. The participation portion of the trip requires the following elements:

1. execution of the plans prepared by each of the team's;
2. active participation in the planned adventure tourism activities;
3. active engagement in all activities during the spring break excursion to Banff National Park.
The reflection portion of the trip provides the period following the trip to complete the team responsibilities, finish the textbook material, complete journal reflections, and prepare the final project.

Course Responsibilities:
Students are required to actively participate in activities, engage the reading material, maintain a personal journal throughout the course that reflects and synthesizes the experiences and readings, and complete a final project on Adventure Tourism. Participation is captured in personal journals, interviews, photos, videos, daily discussions, and active engagement.

Journal Reflection and Readings—the hand written journal is a combination of personal reflection on the experiences, a daily log during the trip, and synthesis of the readings with your personal experience and interaction with the destination. Students should incorporate and demonstrate a strong knowledge of tourism terminology and reflection on the readings by using it in their writing.

Readings—the textbook includes short vignettes from tourism professionals around the world with a heavy focus on winter tourism. Chapters are assigned to read in chronological order with a reading assignment per week.

Team Responsibilities—students take an active role in the course by participating on one of three teams: Culinary, Digital Media, or Logistics. At the beginning of the course, students will be asked to rank order their preferences for these teams. These teams have specific responsibilities for the course. Culinary has the responsibility of planning, shopping, preparing meals, and stewarding for the entire trip. Digital Media has the responsibility of documenting the trip with photos and videos, archiving those files for use by the trip participants, maintaining a social media page to attract followers, creating a multimedia presentation that encapsulates our experiences in Canada, and the creation of a memory book via Shutterfly. The multi-media presentation should be produced as a slide presentation or video that synthesizes the trip experiences, personal reflection, and content of the course. Logistics is responsible for providing a pre-departure report for the activities, visits, meals, and logistics of the day, packing and unpacking the vehicle, and working with the Program Director to manage the budget and costs associated with travel.

School of Business Learning Goals:
All of the Business Learning Goals listed below are addressed in this course via the team responsibilities, the journal writing, and the readings.

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.
Learning Outcomes:
Course activities will allow students to actively participate in adventure tourism activities with actual adventure tourism operators.

Guest speakers will provide an introduction to the operations and management of their own adventure tourism companies.

Student team responsibilities will provide hands-on experience and team building requirements to manage a complex travel experience and satisfy the expectations of the participants.

Throughout the course, students will reflect on their personal experiences via a written journal that requires them to synthesize the readings and experiences.

Team planning will provide them first hand participation in managing budgets for successful program execution.

Students will be able to diagram and describe the elements of a successful adventure tourism operation by addressing the size and scope, competitive elements, risk management, product development, pricing, marketing, and environmental management elements.

Grade Determination:
Team Responsibility, as evaluated by teammates and program director 25%
Experience Reflection, (daily) journal reflection/writing on experiences and team 15%
Readings Reflection, weekly questions posed by program director throughout semester 25%
Attendance and Participation on every experience 15%
Final Project 20%

Grading Scale:

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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