HTMT 380  
Managing Global Tourism – China

Instructor
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Office Hours
On Trip

Course Prerequisites
HTMT 210, ECON 200, ACCT 203 or permission of instructor

Course Objectives
This course examines tourism issues from a global perspective. Topics covered during this course include: international business practices (marketing, law and finance), managing diverse populations, globalization, and sustainable development. The course will present opportunities to analyze and discuss multiple perspectives related to understanding and managing tourism businesses in a globalized environment.

Required Readings

See attached reading list.

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.
  o When E-mailing please put the course number in the subject line and remember to check your grammar and spelling.
  o 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 Email with a reminder.
• All assignments are due at the beginning of class in which they are due.
  o 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.
  o All assignments must be handed directly to the professor. DO NOT slide assignments under the professor’s office door!
  o 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

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<th><strong>Student Learning Outcomes</strong></th>
<th><strong>Assessment Method and Performance Expected</strong></th>
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<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.

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<th><strong>COMMUNICATION SKILLS:</strong> Students will be asked to write using a variety of techniques:</th>
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<td>1. Memo writing (Strategic Direction Assignment)</td>
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<td>2. Resume writing (Career Strategy Assignment)</td>
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**INTELLECTUAL INNOVATION AND CREATIVITY:** Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

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<th><strong>INTELLECTUAL INNOVATION AND CREATIVITY:</strong> Students will demonstrate intellectual innovation and creative through:</th>
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<tr>
<td>1. Tourist Gaze Assignment</td>
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<td>2. Strategic Direction Assignment.</td>
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**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.

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<th><strong>GLOBAL CIVIC RESPONSIBILITY:</strong> Students will demonstrate learning about Global Civic Responsibility through:</th>
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<tr>
<td>1. Tourist Gaze Assignment</td>
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<tr>
<td>2. Managing Diversity Part I</td>
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<td>3. Managing Diversity Part II</td>
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**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.

| **SYNTHESIS:** Students will be consistently required to demonstrate critical thinking and synthesis. Please see the final exam as an example of this. |

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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 instance is examined to determine the degree of deception involved.

Incidents where the professor believes the student's actions are clearly related more to ignorance, miscommunication, or uncertainty, can be addressed by consultation with the student. We will craft a written resolution designed to help prevent the student from repeating the error in the future. The resolution, submitted by form and signed by both the professor and the student, is forwarded to the Dean of Students and remains on file.

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible 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.

It is important for students to remember that unauthorized collaboration—working together without permission—is a form of cheating. Unless a professor specifies that students can work together on an assignment and/or test, no collaboration is permitted. Other forms of cheating include possessing or using an unauthorized study aid (such as a PDA), copying from another's exam, fabricating data, and giving unauthorized assistance.

Remember, 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 professor.

Students can find a complete version of the Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

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

Class assignments 50
Class lead 50
Total 100

Grading

A 94 - 100
A- 90 - 93
B+ 87 - 89
B 83 - 86
B - 80 - 82
C+ 77 - 79

C 73 - 76
C- 70 - 72
D+ 67 - 69
D 63 - 66
D - 60 - 62

Assignments (50%)

At certain periods during the course an assignment will be distributed. These assignments will correspond to the days lecture materials. The assignments are worth 5% each and are labeled below:

1. Cross Cultural Assignment;
2. Employment Case Study;
3. Trends Assignment;
4. Strategic Direction Assignment; and
5. Tourist Gaze Assignment

Class Lead (40% + 10% for class assignments)

In a group of three, you will prepare and facilitate a 30 minute case study training session. The lessons taught during the training session should be based on solid foundation of research and accepted business practice. Based on the presentation, each group is to assign the class a preparatory assignment. Further, each group will develop an experiential learning assignment as part of their delivery. The grade break down for the project will be as such:

1. Preparation – 15%
   a. Readings and supplementary materials
   b. Class outline & assignment
   c. Experiential learning plan
2. Class lead execution – 20%
   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)
Class Lead (40%)

In a group of four/five, you will prepare and facilitate a 30-minute information session on the city we are to visit. The information session should outline, the history of the city, its economic strengths, demographic profile, points of interest and customs that the class should know about. Further, each group will develop an experiential learning assignment that will need to be completed while visiting the city. The grade break down for the project will be as such:

1. Preparation – 15%
   a. Class outline & assignment
   b. Experiential learning plan

2. Class lead execution – 20%
   a. Theoretical foundation
   b. Practical application
   c. Delivery

3. Group dynamics post review – 5%

**Beijing**

Joseph A., Stewart A., Noah, B., & David, C.

**Shanghai**

Zoe D., Joseph D., Loic, D., & Lori, M.

**Chengdu**

Likyra J., Kristen M., Matthew, O., Eric R., & William, S.

**Hong Kong**

Asher S., Emma, S., Paulina, S., & Rebecca W.

*10% - each student will hand in a portfolio of the assignments given by the groups.*
Assignments (50%)

Tourism Statistics Assignment (10%)

Examine the statistics you have been given. Based on each city that we visit, what types of tourists are most likely to be attracted to each destination. Why do you think that is?

Diversity Assignment (10%)

Draw an iceberg of what you feel represents the Chinese population you engaged with. Describe the diversity of the population within China.

Tourist Gaze (10%)

Define the Tourist Gaze. Discuss how the gaze may have affected your trip experience to China.

Sustainable Tourism (10%)

Define sustainable tourism and the triple bottom line. Examine a tourist site, which we have visited and describe whether it has been designed in a sustainable fashion.

Zoos (10%)

Do you feel that the Panda Sanctuary is an ethical destination? Why or why not?