Instructor: Wayne W. Smith PhD  
Beatty #302  
TEL: 953-6663  
Email: smithww@cofc.edu

Office Hours: Monday & Wednesday 10:00 – 11:30

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:
Readings will be assigned 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

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

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<td>Students will be asked to communicate using a variety of techniques:</td>
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<tr>
<td>1. Diversity Training</td>
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<tr>
<td>2. Debate</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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<td>Students will demonstrate intellectual innovation and creative through:</td>
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<td>1. Tourist Gaze Assignment</td>
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<td>2. Tourism Typologies 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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<tr>
<td>Students will demonstrate learning about Global Civic Responsibility through:</td>
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<tr>
<td>1. Tourist Gaze Assignment</td>
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<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.

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<td>Students will be consistently required to demonstrate critical thinking and synthesis.</td>
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<tr>
<td>1. Diversity Training</td>
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<td>2. Debate</td>
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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](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.
Grades

Class Assignments  20%
Managing Diversity Class Training  25%
Tourism Issues  25%
Debate  30%

In Class Assignments (20%)
During most classes, hands-on assignments will be distributed. These assignments will correspond to the lecture materials. If you miss an assignment for a legitimate reason (illness, serious family matters etc.), you must come see the instructor during office hours to discuss the possibility of making up the grade. You may only make up one missed in class assignment per term with the exception of extreme circumstances as judged by the professor.

Managing Diversity Class Training (25%)
In a group of three, you will prepare and facilitate a 30-minute case study training session about working with a diverse population. The session should contain appropriate use of literature in combination with government statistics and other supporting materials related to your topic. Further, each group will develop an experiential learning assignment as part of their delivery.

Tourism Issue (25%)
You will research a tourism issue. You will describe the issue and discuss its effects it has on the tourism from a sustainability perspective.

Debate (30%)
As a final exam, you will be given a topic in which to debate another classmate on. You will be graded on how reasoned of an argument is made, research and preparation and the ability to develop strategies to overcome obstacles. The debates will be approximately 30 minutes long with 3-5 minutes for opening arguments, a 10-minute question and answer period followed by 3-5 minutes of closing arguments.
Schedule
(Subject to Change at Instructor Discretion)

Week 1 – Introduction – Cultural Iceberg – Managing Diversity
Week 2 – Technology & Tourism
Week 3 – How to Train
Week 4 – Building Cultural Intelligence
Week 5 – Tourism Hosts & Tourist Gaze
Week 6 – Managing Diversity Training
Week 7 – Managing Diversity Training
Week 8 – Tourism Typologies
Week 9 – Tourism Typologies
Week 10 – Virtual Class
Week 11 - Debates
Week 12 - Debates
Week 13 – Over-Tourism & Ethics
Week 14 – Review

For the College of Charleston Academic Calendar, please see - http://registrar.cofc.edu/pdf/ac-2019fall.pdf