Instructor  Wayne W. Smith PhD, Associate Professor  
Department of Hospitality and Tourism Management  
School of Business – College of Charleston  
5 Liberty Street, Beatty Center 302  
Charleston, South Carolina, USA  
29424-0001  
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Office Phone: 843.953.6663  
Cell Phone/ Text: 843.475.4102  

Office Hours  
Monday 10:00 – 12:00 AM  
Other times by appointment  

Course Prerequisites  
None  

Required Readings  
As assigned in class.  

Course Description  
Hospitality and tourism is an economic sector composed of several interrelated industries (i.e., transportation, lodging, food and beverage, attractions, destination marketing organizations, etc.). This course will be an in-depth examination of the past, present and future trends and issues in many of these sectors with special emphasis on the planning, marketing and management functions. Some of the leading corporations will be examined in the forms of case studies so that you can gain an appreciation of the competitive environment in which these companies exist. 

This course is designed as an overview of the hospitality and tourism industry. Its intent to describe many of the planning, marketing and management functions of hospitality enterprises so as to provide you a clearer picture of the career opportunities available.  

Course Objectives  
• Examination of past, present, and future trends in hospitality and tourism management  
• Summary explanations of the leading career paths in hospitality and tourism  
• Investigation of management strategies specific to hospitality and tourism  
• Inquiry into the lifecycle of supply and demand issues in tourism  
• Coverage of social and ethical implications for hospitality and tourism businesses  
• Exploration of global issues for the hospitality and tourism industry at large
General Topics

- HTM Career profiles
- Definition and characteristics of hospitality and tourism
- Industry trends and operational practice in lodging and vacation management
- Industry trends and operational practice in food service
- Industry trends and operational practice in meetings, event planning, and convention management
- Industry trends and operational practice in the travel industries
- Industry trends and operational practice in the attractions’ industry
- Industry trends and operational practice in sports management
- Sociological and cultural issues of tourism
- The tourism lifecycle
- Hospitality and tourism marketing
- Hospitality and tourism trade and governmental associations
- Role of convention and visitor’s bureaus
- Revenue management

SBE Learning Goals

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<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? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>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.</td>
<td>The students will write in a business format related to tourism issue.</td>
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<td></td>
<td>The students will write an essay related to tourism development.</td>
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<tr>
<td>INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.</td>
<td>Students will analyze customer service performance.</td>
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<td>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.</td>
<td>Students will conduct an analysis of sustainable tourism issues.</td>
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<td>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.</td>
<td>The students’ will answer exam questions on Plogs’ model.</td>
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<tr>
<td>QUANTITATIVE FLUENCY: Students will demonstrate competency in logical reasoning and data analysis skills. You will be asked to demonstrate these skills by completing your class assignments such as Charleston City Council assignment.</td>
<td>The students will examine and analyze statistics related to industry trends in hotels and food service.</td>
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</tbody>
</table>
Professor’s Policies

• Please come see the professor if you need help with the course materials.
  o If the office door is open, please feel free to knock and enter (unless someone else besides me is already in the office).
  o If you want a specific time to meet outside of office hours, please make an appointment via email.

• Please use your school email account for all electronic correspondence with the professor.
  o When emailing 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 those times are considered late and a 25% 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!
    ▪ DO NOT put late assignments in the departmental mailbox!
    ▪ DO NOT email assignments to the professor unless special permission is given.

• When receiving a grade, wait 24 hours before disputing it if necessary.
  o If it is an adding error, it can be corrected immediately however, if it is a substance issue, please wait 24 hours and make an appointment to discuss the grade with the professor.
  o The professor will not discuss grades via electronic correspondence. All discussions of grades need to be conducted in a face-to-face context. Please set an appointment time with the professor if you wish to discuss your grade.

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 or call (843)953-5635.

Writing Lab

I encourage you to take advantage of the Writing Lab 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/
**Attendance Policy**

Because class attendance is crucial for any course, students are expected to attend all classes. Participation in college-sponsored activities, where students are official representatives of the College of Charleston, may result in absence(s). I 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. I will make a reasonable accommodation for formal graded work (such as exams, presentations, papers) 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. I will 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. In the case of this course five absences may lead to a “WA” grade being assigned. 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.

**Active Participation Expectation**

Students are expected to actively participate in the class by completing all of the readings, online videos, tutorials, assignments as well as participating in class discussions. ‘Active participation’ is defined as completing each of the modules by the assigned due dates and being prepared to engage in class discussions.

**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 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

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

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Homework Assignments</td>
<td>30</td>
</tr>
<tr>
<td>Outreach Assignments</td>
<td>10</td>
</tr>
<tr>
<td>Class Assignments</td>
<td>20</td>
</tr>
<tr>
<td>Tests * 3</td>
<td>40</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Grading

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>95 - 100</td>
</tr>
<tr>
<td>A-</td>
<td>90 - 94</td>
</tr>
<tr>
<td>B+</td>
<td>85 – 89</td>
</tr>
<tr>
<td>B</td>
<td>80 – 84</td>
</tr>
<tr>
<td>C+</td>
<td>75 – 79</td>
</tr>
<tr>
<td>C</td>
<td>70 – 74</td>
</tr>
<tr>
<td>D+</td>
<td>65 – 69</td>
</tr>
<tr>
<td>D</td>
<td>60 – 64</td>
</tr>
<tr>
<td>F</td>
<td>0 - 59</td>
</tr>
</tbody>
</table>

**Homework Assignments (3*10 = 30%)**

At certain periods three larger homework assignments will be distributed. These assignments will correspond to the lecture materials and provides a hands-on learning experience critical to engaging the course materials.

**Outreach Assignment (10%)**

You will participate in five (5) campus-approved activities (such as CHAT meetings). You will submit a selfie photo of you at the event along with a one-page reflection paper about the event. Your portfolio of event participation is due on the last day of class.

**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.**

Homework assignments are graded on a three-point scale:

- Check-plus = Exceptional work
- Check = Average work
- Check-minus = Below average work

**Tests (40%)**

There will be four tests. The tests will consist of essay style questions related to the course materials (including both lecture (incl. guest speaker) and readings). It is the student’s responsibility to be available to take tests at the scheduled times.

- **Test 1 = 10%**
- **Test 2 = 15%**
- **Test 3 = 15%**
CLASS SCHEDULE - (Subject to Change upon Instructor’s Discretion)

Topic 1  Introducing Hospitality & Tourism
  •  Weeks 1 & 2
Reading:
UNWTO 2017 Annual Report

Week 3 – Test 1

Topic 2  Marketing to the Travelling Public
  •  Week 3
Readings:


Topic 3  Delivering Quality Tourism Services
  •  Weeks 4 & 5
Reading:

Topic 4  E-Hospitality & the Booking Industry
  •  Week 6
Reading:

Week 6 - Test 2

Topic 5  Transportation
  •  Week 7
Reading:

**Topic 6  Attractions & Entertainment**
- Weeks 8 & 9

**Topic 7  Accommodations**
- Weeks 10 & 11

**Week 11 – Test 3**

Reading:

https://www0.gsb.columbia.edu/mygsb/faculty/research/pubfiles/3958/Tutorials2005-chapter06.pdf

**Topic 8  Food & Beverage Industry**
- Weeks 12 & 13

Reading:

https://www.slideshare.net/HishamZamil/cost-control-in-restaurants

**Topic 9  Event Management**
- Weeks 14

Readings:

Comparative Analysis: The EMBOK Model Framework and the CTHRC Event Coordinator/Manager Occupational Standards. 
http://cthrc.ca/~/media/Files/CTHRC/Home/research_publications/credential_recognition/program_compar ison_articulation_reciprocity/FCR-EMBOK-comparison-en.ashx

or

http://www.juliasilvers.com/embok/classification.htm

**Week 15**

Important Dates – Can be found at http://registrar.cofc.edu/pdf/ac-2019spring.pdf