HTMT 210-03  
Principles & Practices in Hospitality & Tourism  

Spring 2020  
TR 1:40pm - 2:55pm  
106 Robert Scott Small Building  

Instructor  
Daniel Guttentag, Ph.D.  
Assistant Professor  
Department of Hospitality and Tourism Management  
School of Business, College of Charleston  

Contact  
Email: guttentagda@cofc.edu  
Office phone: 843.953.2025  

Office location  
326 Beatty Center  

Office hours  
Wednesday 1:15pm - 2:45pm  
Thursday 9:00am - 10:30am  
Other times by appointment  

Course Prerequisites  
None  

Readings  
Primary readings for the course will be taken from the following textbook:  


Assigned readings will also include secondary readings (called “spotlight stories”) that relate to the course material.  

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
COMMUNICATION WITH PROFESSOR
• Let the instructor know as early as possible if you are struggling with class work, if you need further clarification on something, if you think you will be unable to meet a deadline, etc.

OAKS
• Students are responsible for checking OAKS regularly and staying updated on course communications. OAKS is the tool through which course communications will be made.
• You are strongly urged to set up OAKS notifications. A video tutorial showing how to do this can be found here: https://blogs.cofc.edu/tlttutorials/2014/04/04/oaks-notifications-setting-up-your-notifications/.

EMAIL
• All email communication should be sent to the instructor at guttentagda@cofc.edu.
• Students must write from their CofC email accounts.
• The instructor will respond to all correspondence within two business days.
• When corresponding with the instructor, please use formal, professional language. For example, a message should not begin “Hey you” or include text message-style shorthand.

ABSENCES
• If you have an excusable absence (e.g., illness), as soon as possible please inform the instructor and submit any necessary documentation to the Absence Memo Office (http://victimservices.cofc.edu/absence-memo/index.php). Students must submit this documentation within one week of returning to school.

CLASSROOM BEHAVIOR
• Come to class prepared, having read the material assigned for each unit.
• Actively participate in class discussions and activities.
• Do not eat noisy or smelly food in the classroom.
• Respect others in the classroom and value their opinions, even if they differ from your own. The classroom is a place for productive, civil, and open dialogue. Students making hateful or inflammatory comments meant simply to provoke will be asked to leave the classroom. Critique ideas, rather than the people who hold them. Allow everybody an opportunity to talk.

CLASSROOM TECHNOLOGY
• Be responsible, considerate, and respectful (to yourself, your classmates, and your instructor) in your use of electronic devices. If you are using technology inappropriately, you will be asked to turn off your device and may be asked to leave the classroom.
• Set cell phones to vibrate, and if you must take a call then please leave the room.
• No video recording of lectures.
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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic/Event</th>
<th>Primary reading</th>
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<tbody>
<tr>
<td>1</td>
<td>Thu, Jan 9</td>
<td>Course Intro</td>
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<tr>
<td>2</td>
<td>Tue, Jan 14</td>
<td>Intro to tourism and hospitality</td>
<td>Ch. 1</td>
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<td></td>
<td>Thu, Jan 16</td>
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<td>3</td>
<td>Tue, Jan 21</td>
<td>Tourists and tourism marketing</td>
<td>Ch. 2</td>
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<td>Thu, Jan 23</td>
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<tr>
<td>4</td>
<td>Tue, Jan 28</td>
<td>Tourism distribution and technology</td>
<td>Ch. 4, 5</td>
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<td>Thu, Jan 30</td>
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<td>5</td>
<td>Tue, Feb 4</td>
<td>Service quality</td>
<td>Ch. 3</td>
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<td></td>
<td>Thu, Feb 6</td>
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<td>6</td>
<td>Tue, Feb 11</td>
<td>EXAM 1</td>
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<td></td>
<td>Thu, Feb 13</td>
<td>Transportation</td>
<td>Ch. 6</td>
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<td>7</td>
<td>Tue, Feb 18</td>
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<td>Thu, Feb 20</td>
<td>Accommodations</td>
<td>Ch. 7</td>
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<td>8</td>
<td>Tue, Feb 25</td>
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<td>Thu, Feb 27</td>
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<td>9</td>
<td>Tue, Mar 3</td>
<td>Food and beverage</td>
<td>Ch. 8</td>
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<td>Thu, Mar 5</td>
<td>Attractions, entertainment, recreation, events</td>
<td>Ch. 9</td>
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<td>10</td>
<td>Tue, Mar 10</td>
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<td></td>
<td>Thu, Mar 12</td>
<td>EXAM 2</td>
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<td>11</td>
<td>Tue, Mar 17</td>
<td>SPRING BREAK</td>
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<td>Thu, Mar 19</td>
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<td>12</td>
<td>Tue, Mar 24</td>
<td>Destinations</td>
<td>Ch. 10</td>
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<td>Thu, Mar 26</td>
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<td>13</td>
<td>Tue, Mar 31</td>
<td>Economic and political impacts</td>
<td>Ch. 11</td>
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<td>Thu, Apr 2</td>
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<td>14</td>
<td>Tue, Apr 7</td>
<td>Environmental impacts, social impacts, and sustainability</td>
<td>Ch. 12, 13</td>
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<td>Thu, Apr 9</td>
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<td>15</td>
<td>Tue, Apr 14</td>
<td>Future of tourism</td>
<td>Ch. 14</td>
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<td>Thu, Apr 16</td>
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<td>16</td>
<td>Tue, Apr 21</td>
<td>EXAM 3</td>
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Note: All primary readings are from the course textbook (Cook, Hsu, & Marqua, 2018).
### Course evaluation

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<thead>
<tr>
<th>Assignments</th>
<th>15.0%</th>
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<tbody>
<tr>
<td>Professional development</td>
<td>5.0%</td>
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<tr>
<td>Exam 1</td>
<td>15.0%</td>
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<tr>
<td>Exam 2</td>
<td>15.0%</td>
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<tr>
<td>Exam 3</td>
<td>15.0%</td>
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<tr>
<td>Essay 1</td>
<td>17.5%</td>
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<tr>
<td>Essay 2</td>
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### Assignments

Throughout the term, students will complete assignments, sometimes as homework and sometimes in class. The focus of these assignments will be on critically thinking about and applying the knowledge that has been learned. These assignments will be graded with a focus on assessing a student’s effort and whether the student has demonstrated a general understanding of the material. Those assignments that are conducted in class must be completed in class (excluding excused absences). The assignments will be graded on a ten-point scale as follows, and the lowest grade from the semester will be dropped:
- 10: Excellent effort and demonstration of concept mastery
- 8-9: Good or very good effort and demonstration of concept mastery
- 6-7: Poor or very poor effort and demonstration of concept mastery
- 0-5: Not completed, or minimal effort or demonstration of concept mastery

### Professional development

Students are required to complete three professional development activities throughout the term. Such activities could include, for example, attending CHAT meetings, recruiting events, career fairs, etc. For each activity, students will take a selfie of themselves engaged in the activity, and provide a brief written description. Further details will be provided via OAKS.

### Exams

Three exams will be held throughout the term, and will be completed in class. The exam dates can be found on the Course Schedule located in this Syllabus. The exams will consist of multiple choice and short / semi-short answer questions related to the material that has been covered in the preceding section of the course (i.e., the exams are not cumulative). Exam questions may relate to any and all material that has been covered, including lectures, readings, class discussions, and guest talks. Note that, with regards to guest speakers and spotlight stories, exam questions will focus on top-level topics and themes, not minor details.

### Essays

Two individual essays will be assigned during the term. These essays will involve analyzing and applying the knowledge that has been learned in the course. Tentative deadlines for the essays are February 25 and April 15. Further information regarding the essays, including the official due dates, will be posted on OAKS in due course.
Grade scale

A: 96-100
A-: 90-95
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
F: 59 and below

School of Business learning goals

<table>
<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? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td><strong>COMMUNICATION SKILLS:</strong> 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>Students will write two essays in a business format on topics related to hospitality and tourism management, marketing, and/or policy.</td>
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<tr>
<td><strong>INTELLECTUAL INNOVATION AND CREATIVITY:</strong> Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.</td>
<td>As part of their essays and other assignments, students will use their creative ideas to critically analyze current tourism issues. Students will engage in activities such as developing policy recommendations and marketing strategies.</td>
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<tr>
<td><strong>GLOBAL CIVIC RESPONSIBILITY:</strong> 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.</td>
<td>Issues related to the positive and negative economic, social, and environmental impacts of tourism will feature prominently in this course, and students must comprehend these issues in order to perform well on the exams, essays, and assignments.</td>
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<td><strong>SYNTHESIS:</strong> Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom</td>
<td>Tourism is inherently a multi-disciplinary subject, and students will be exposed to topics related to management, communications, economics, historic preservation, etc. As part of all graded</td>
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settings, in the completion of complex and comprehensive tasks.

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<tr>
<th>QUANTITATIVE FLUENCY:</th>
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<td>Students will demonstrate competency in logical reasoning and data analysis skills.</td>
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Students will complete various assignments that rely on quantitative analyses, primarily as related to hotel performance metrics and hotel revenue management.

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.

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/](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.

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/studiantbook/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.

Weather closures

If the College of Charleston closes and members of the community are evacuated due to inclement weather, students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructors may articulate a plan that allows for supplemental academic engagement despite these circumstances.