Instructor: Robert (Bob) Frash, Ph.D.
Email: frashr@cofc.edu  Replies attempted within 24 hours.
Phone: 843.953.0827
Office: Virtual Online
Office Hours: Tuesday and Thursday 3-5pm (Zoom appointments required)
Schedule of Activities: Refer to the Course Calendar

Online Zoom Class Meeting Days/Time:
- HTMT 210-03/04 J CLG 220 Tuesday and Thursday from 12:15-1:30 pm (LC14 A-C)
- HTMT 210-08/22 J CLG 220 Tuesday and Thursday from 1:40-2:55 pm (LC14 D-B)

Prerequisites: None

Required Course Text and Readings:
- Additional readings posted in Oaks

Course description:
An overview of the hospitality and tourism field including its historical development, major components, functions and current and future trends.
*Does not count toward major GPA except in HTMT major and/or concentration.*

Grading:

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm Exams (3 @ 100 Pts. Ea.)</td>
<td>300</td>
</tr>
<tr>
<td>Final Exam</td>
<td>150</td>
</tr>
<tr>
<td>Guest Speaker - Trend Research (5 @ 25 Pts. Ea.)</td>
<td>125</td>
</tr>
<tr>
<td>OAKS Reading Quizzes (12 @ 10 Pts. Ea.)</td>
<td>120</td>
</tr>
<tr>
<td>FYSS Activities</td>
<td>100</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism COVID-19 Innovation Project</td>
<td>150</td>
</tr>
<tr>
<td>Zoom Break-Out and General-Session Participation</td>
<td>55</td>
</tr>
<tr>
<td>Total Points</td>
<td>1000</td>
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</tbody>
</table>

*Course components and the points assigned them may be changed, added or dropped, at instructor’s discretion, should it be warranted. Students will be notified through OAKS, email, or in class should changes occur.*

Grading Scheme

- **B+** = 87-89.9 %
- **B** = 83-86.9%
- **C+** = 77-79.9 %
- **C** = 73-76.9%
- **D+** = 67-69.9%
- **D** = 63-66.9%
- **F** = < 60.9%
- A = 93-100%
- A- = 90-92.9%
- B- = 80-82.9%
- C- = 70-72.9%
- D- = 61-62.9%

Factors in Grading:
- Class participation, attitude, teamwork and demeanor will be noted by the instructor and used to swing grades up or down
- All course work submitted must be:
  - word processed in MS Word
  - grammatically correct
- All course work must be submitted on-time. Coursework submitted late will cause a reduction in grade at the discretion of instructor
- Professional demeanor is mandated at all times (see Zoom online attendance policies)
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 visitors’ bureaus
- Revenue management

Virtual Zoom Attendance Protocol

Attendance is imperative. You are required to be present in Zoom classes to participate with other students. Research indicates that class interaction fosters enhanced learning and builds a more robust cognitive schema (Gagne, 1985; Hamblin, 1974). It is expected that each student will have their video feed on during synchronous Zoom meeting (please let professor know if you have bandwidth issues). You are expected to follow professional synchronous net-etiquette:

- Must log into meeting with your CofC Zoom account only (not allowed to use guest accounts)
- Have relevant materials ready prior to the scheduled Zoom meeting date/time.
- Join the Zoom meeting on time (or even better if a minute or two early).
- Access the Zoom meeting with a computer with video and audio
- Be presentable always but business casual for presentations and when guest lecturers are scheduled.
- Stay in one spot during the Zoom meeting. (send comment to professor if you need to be excused and turn video off while gone).
- Not be in transport during the class (e.g. driving in a car).
- If using a virtual background, ensure that it is professional and not distracting.
- Unless presenting, stay muted until you have the need to interact. Use Zoom “hand up” tool to prompt host that you would like to participate.
- Find the quietest spot for Zoom meeting possible. Uncontrollable circumstances are understood.
- Be polite and wait until host recognizes you before engaging (i.e. professor, guest lecturer, or fellow student)

Instructor’s Note:

I consider teaching, working, and learning with scholars such as you, an honor and a privilege. Notwithstanding our various levels of experience, each of us brings a valid contribution to the class. Though I hope to be a worthy resource for each of you; I view my principle function as facilitator of your diverse contributions.

OAKS

The class will utilize OAKS, which is an integrated web-based learning management system (LMS) that is integrated with College of Charleston’s grading infrastructure. OAKS is actually a CofC name given to an LMS designed by “Desire2Learn.” Every student officially registered for this class is added to OAKS automatically. You should log on to OAKS through your MyCharleston portal.

OAKS includes the courses:
- Syllabus
- Calendar
  The course calendar will be changed periodically throughout the semester to accommodate class dynamics.
  Students are responsible for checking OAKS for updates.
- Assignment guidelines
- Grades
- Class PowerPoint presentations
- And, all other course related materials that can be formatted digitally

Exams:
There will be 3 online midterm exams, taken during respective class periods, covering the course text, reference materials, class lectures, anything discussed in class and all course activities. Therefore, coming to class will be essential to doing well on the exams. Students that attend and are actively engaged during class Zoom sessions typically do satisfactorily on exams. Exam dates are posted on the course calendar. Exams will consist of multiple-choice and true/false questions. They are open-book and noted but students are only allowed one minute per question.

Final Exam:
The final exam will cover the last three lectures and concepts from the rest of the class—the final exam is comprehensive. It is also multiple-choice and true/false questions; and open-book and noted but, again, students are only allowed one minute per question.

Guest Lecturer - Trend Analysis
In order to harness those concepts as we progress through the COVID-19 pandemic, hospitality and tourism managers need to understand the dynamic nature of their industry, more than ever. To that end, students must reach beyond the textbook for current trends and issues in areas including product development, ethics, human resources, finance, marketing, travel, design, globalization, technology and others. Students will research a topic given by the instructor and prepare an approximately 350-word, double-spaced, APA referenced, structured review, with three business-oriented open-end questions, stemming from your analysis, for the guest lecturer. Students' reviews will serve to facilitate a dialogue with the respective guest lecturer on the topic.

Online Reading Quizzes
There are 12 online quizzes for each chapter covered in the textbook. Typically, these quizzes are due and must be completed before the respective class time. The questions come directly from the textbook. Each quiz has 20 questions. You are given 30 minutes to complete the online quiz. However, you may attempt to complete each quiz up to three-times, with your last attempt counted as your recorded grade.

Peer Session Activities
As a part of the First Year Experience Learning Community (HTMT 210) / ENGL 110), you are assigned to 14, 50-minute weekly sessions with a Peer Student Facilitator. Depending on who your Peer Student Facilitator is, you will be assigned certain activities which will be counted towards your grade in HTMT 210. These activities are coordinated with your instructor and are meant to bolster and connect to your in-class scholarly pursuits. Missing more than four of the sessions will result in a grade reduction in HTMT 210.

Hospitality & Tourism COVID-19 Innovation Project
It is surely obvious to everyone in this class (and elsewhere) that we are in a global pandemic, which has been caused by the outbreak of the coronavirus, which, if absorbed, causes COVID-19 disease. Studies are ongoing, but currently the Centers for Disease Control and Prevention (CDC) indicate that COVID-19 is thought to spread mainly through close contact (i.e. within 6-feet) from person-to-person. The spread is transmitted through respiratory droplets produced when an infected person coughs, sneezes, or talks. These droplets can land in the mouths or noses of nearby people or be inhaled into the lungs (Guo et al., 2020). Even infected people without symptoms are able to spread the virus (Furukawa et al., 2020). The CDC notes that the virus is continuing to spread easily and sustainably between people. Hospitality and tourism industries are particularly vulnerable to the COVID-19 pandemic. The results from a survey conducted in April 2020, published by the National Bureau of Economic Research (NBER), indicated that the hospitality industry is likely facing a long crisis, which could have lingering negative financial and social effects—lasting for years.

However, there are hospitality and tourism businesses that are doing well, even the midst of the pandemic. They can flourish because they adroitly innovated their products, services, and business models. The overarching objective of this project is for the student to utilize the theory and content from the class to identify and describe an innovative hospitality company that exemplifies more-effective products, processes, services, technologies, or business models that cause the
company to prosper during the COVID-19 pandemic. Alternatively, students can generate an innovative business model that would likely cause the company to prosper during the COVID-19 pandemic.

**Class Preparation:**
Students are expected to read and prepare before class time (e.g. reading quizzes). Class topics and the dates are posted in the course the calendar. Please come to the Zoom class prepared and ready to contribute.

**FYE Learning Objectives**
By the completion of the First-Year Experience, a student will be able to...
- Identify and use the appropriate academic resources and student support services at College of Charleston. These would include the Addlestone library, information technology, the Center for Student Learning, the Career Center, and other appropriate academic resources, student support services, and cultural resources.
- Use appropriate tools and search strategies for identifying particular types of information specific to the discipline
- Evaluate the relevance, quality, and appropriateness of different sources of information
- Recognize and classify the information contained within a bibliographic citation
- Access and use information ethically and legally
- Faculty will use writing, speech, or media in innovative ways to achieve integrative learning by students.
- Use appropriate critical thinking skills and problem-solving techniques in appropriate disciplinary contexts
- Make connections across disciplines and/or relevant experiences

**FYE Librarian**
Name: Amanda Kraft
Email: kraftal@cofc.edu
Phone: 843-953-6791
Website: https://libguides.library.cofc.edu/prf.php?account_id=179303

**College of Charleston / School of Business / Learning Goals / Assessment Methods**

**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.

Students will write a narrative about a current trends in the hospitality and tourism industries and then share their findings with the class.

**INTELLECTUAL INNOVATION AND CREATIVITY:** Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

Students will meet with industry professionals to assess career opportunities and professional advancement.

**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.

Students will weigh and be tested on sustainability issues across the lodging, foodservice, and events industries.

**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.

Students will conduct a critical feasibility and trend analysis of a local hospitality and/or tourism business.
QUANTITATIVE FLUENCY: Students will demonstrate competency in logical reasoning and data analysis skills. Students will examine and analyze statistics related to industry trends in hospitality and/or tourism businesses.

Center for Student Learning
You are encouraged 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.

Disability Services
Students approved for SNAP Services are instructed to meet with each of their professors during the first two weeks of classes or as soon as they are approved for services to discuss accommodations and present a copy of their SNAP-issued Professor Notification Letter (PNL). 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 Lightsy Center, Suite 104. Students approved for accommodations are responsible for notifying me as soon as possible and for contacting me one week before each respective accommodation is needed.

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.
http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

APA References
Furukaw, N. W., Brooks, J. T., & Sobel, J. (2020). Evidence Supporting Transmission of Severe Acute Respiratory Syndrome Coronavirus 2 While Presymptomatic or Asymptomatic. Emerging Infectious Diseases, 26(Early release), 1-3.