

HTMT 210 – Spring 2021
Principles & Practices in Hospitality & Tourism
Class via Zoom – Online Synchronized

Section 01: MWF 10-10:50am

Section 02: MWF 11-11:50am

Instructor: Stephen W. Litvin
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Consultation hours:

Monday	3:30pm – 5:00pm
Wednesday	3:30pm – 5:00pm
Thursday	2:00pm – 4:00pm

I will rarely be on campus this semester due to COVID-19 but will be happy to have Zoom meetings at the above scheduled office hours, or other times as requested. Please call or email (emails preferred) to schedule a meeting. If you call my office phone, the message you leave will be forwarded to me via e-mail. Please know you are welcome to call me at home if you need to speak with me immediately or if you will be hard to reach when returning your call.

Course prerequisites: None

Course description from catalogue: An overview of the hospitality and tourism field including its historical development, major components, functions and current and future trends. The course does not count toward your major GPA, except for the HTMT major and/or concentration.

Also, please note that HTMT210 does not count as an upper-level BADM elective.

Course objectives: Hospitality and tourism is a significant economic sector comprised of multiple interrelated industries, including transportation, lodging, food and beverage, attractions, destination marketing, etc. The objective of this course is to provide a macro view of the industry and its social, cultural and environmental impacts, as well as a business-oriented exploration of tourism's component sectors and employment opportunities. As such, we will hope to meet the following learning goals:

- 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 tourism and hospitality
- 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 parks and recreation
- Industry trends and operational practice in gaming entertainment
- Industry trends and operational practice in the cruise industry

- 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, to include revenue management
- Franchise management
- Hospitality and tourism trade and governmental associations
- Role of convention and visitors bureaus

Learning methods: Students will be expected to be active participants in their learning. The course will encompass lectures, predominantly delivered live via Zoom, and will rely heavily upon class discussion, cases and exercises. Students will be expected to complete a series of short assignments and will have the opportunity to do an optional semester project. There will be two tests and a final exam.

Please see the appended table that discusses how this course will support of the School of Business learning goals.

Required text: *Tourism, the Business of Travel*, 6th ed. (2014), Cook, Hsu, and Taylor.

You are expected to read the text.

You can purchase or rent at the bookstore or you should have little problem finding used copies online. In addition, the publisher offers the text as an e-book, which would seem to fit this semester's theme well. The link for the e-book: <https://www.pearson.com/store/p/tourism-the-business-of-hospitality-and-travel/P100001431371/9780134490205>.

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 XXF 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 XX 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>.

Grading:			Grades:	
Test #1	20		A	94-100
Test #2	20		A-	90-93
Assignments	30		B+	87-89
Final Exam	30		B	84-86
Semester Project	optional		B-	80-83
Total	100		C+	77-79
			C	74-76
			C-	70-73
See below for optional project			D+	67-69
			D	60-66

Class attendance and participation: You will be expected to attend all class sessions and to participate during the class period. **Attendance and participation will be even more important in an online environment.** Your active participation can really make a difference in the success of the class. So, please contribute to help make the course work well. **Also, if, when calculating your grade at the end of the semester, your score can be ‘rounded up,’ with strong attendance and participation I will do so.**

To support the required reading of the text, which is expected to be completed prior to each class session, additional readings will be assigned during the semester. In addition, cases, discussion questions and other exercises will be distributed throughout the semester. Students are expected to attend our online classes prepared to discuss these.

The standard weather disclaimer: “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.” As we will be online throughout the semester evacuations should not be an issue, but power and internet outages are certainly possible. We will need to figure this out as we go along but know that both you and I should do everything we can to stick to our scheduled class meetings and assignment deadlines.

Online lecture expectations

Online classes are challenging, but if we all work well together I am confident we will make it a good learning experience. I expect you to attend all live Zoom classes. Yes, they will be recorded, but this does not excuse you from attending the sessions when presented. **And when you do attend, to receive credit for attendance, you must have your video camera on and be available to participate. Joining the session but not being on camera will not count as having been present.** I expect you to find a quiet place to be able to partake in the class. Let's all try to have the 50-minute class periods be as close to a regular in-person class as possible. You should be dressed reasonably...and not lying on your bed in your pajamas! You should not be eating breakfast as we meet! You should not be playing with your dog as we meet! All of these happened in the fall semester and I found they made it difficult to teach and learn. Thank you in advance for your positive, professional and responsible approach to your learning throughout the semester.

A few additional Zoom rules:

- Join the Zoom meeting on time (or better, a few minutes early). Class will begin on-time!
- Access the Zoom meeting with a computer with both video and audio.
- Stay in one spot during the Zoom meeting. Please no moving around or driving, etc.
- If using a virtual background, ensure it is professional and not distracting.
- Unless contributing, please stay muted. Put your hand up or use the Zoom "hand up" tool to indicate you would like to participate.

Class sessions will be recorded via both voice and video recording. By attending and remaining in this class, the student consents to being recorded. Recorded class sessions are for instructional use only and may not be shared with anyone who is not enrolled in the class.

If you are unable to attend a class, you may contact me via email to request a link to a video of the missed class session. Though the course does not have a formal attendance policy, I expect you to attend, and therefore will only provide the link for absences for which you have a reasonable (my discretion) excuse. Everybody, however, gets one 'free' request without needing to provide an excuse. Requests for the missed class recording must be made on a timely basis. Do not wait until it is time for your next test to request these as your request will not be honored.

Please find a partner. A good partner is important to keep you current in the event you must miss a class. In addition, several assignments will allow you to work in pairs, so look out for someone you may know in class or make an effort to find a new friend.

Assignments: This component will be comprised of short assignments throughout the semester. These will be due before our class on the due date. I suspect your submission will be via email, though I may instead use the OAKS Dropbox. I will let you know. There will be seven short assignments planned for the semester.

Optional project: Students are encouraged to prepare a semester project. If submitted, the project will be weighted at 25 points, (and the denominator for your grade equation will be 125 points; versus 100 if not submitted). This is a good opportunity to overcome a poor test result or to compensate for poor grades on the short papers *but is entirely optional* and will require a fair amount of work. Details will be provided during the semester. Note: I do not provide opportunities for 'extra credit.' This optional project is your chance to do extra work and improve your grade.

Topic Outline and Related Text Chapters: [The below is a best guess, with likely changes as we progress through the online semester. Please, be understanding and flexible.]

Class	Date	Topic	Chapter*
1	01-11	Course introduction/Intro to HTM	1
2	01-13	Introduction to HTM	
3	01-15	Introduction to HTM Tourism demand, understanding tourist types	2
	01-18	Martin Luther King Jr. Day – No classes, campus closed	
4	01-20	Tourism demand, understanding tourist types	
5	01-22	Tourism demand, understanding tourist types	
6	01-25	Tourism demand, understanding tourist types Assignment #1 due	
7	01-27	Lodging <i>Guest Lecture – tentative</i>	7
8	01-29	Lodging	
9	02-01	Lodging	
10	02-03	<i>Guest Lecture – tentative</i>	
11	02-05	Tourism supply, destinations and attractions (except cruises)	9 & 10
12	02-08	Tourism supply, destinations and attractions (except cruises) Assignment #2 due	
13	02-10	Tourism supply, destinations and attractions (except cruises)	
14	02-12	Tourism supply, destinations and attractions (except cruises)	
15	02-15	Test #1	
16	02-17	Transportation, with focus on aviation + “Structure of the Airline Industry” pp 279-281	5 & 6
17	02-19	Transportation, with focus on aviation	
18	02-22	<i>Guest Lecture – tentative</i>	
19	02-24	Transportation, with focus on aviation Delivering Quality Tourism Services (textbook only, no lecture) Assignment #3 due	3
20	02-26	Economic and political impacts of tourism	11
21	03-01	Economic and political impacts of tourism	
22	03-03	Economic and political impacts of tourism	
23	03-05	<i>Guest Lecture – tentative</i>	
24	03-08	Economic and political impacts of tourism	
25	03-10	Travel intermediaries (you may skip selling section from p 109) Assignment #4 due	4
26	03-12	Travel intermediaries	
27	03-15	Test #2	
28	03-17	Social/cultural impacts of tourism Last day to withdraw with a grade of ‘W’ from fall classes	12
29	03-19	Social/cultural impacts of tourism	
30	03-22	Social/cultural impacts of tourism Last day to withdraw from Spring semester courses Assignment #5 due	
31	03-24	<i>Guest Speaker – tentative</i>	
32	03-26	Social/cultural impacts of tourism	
33	03-29	Social/cultural impacts of tourism	
34	03-31	<i>Guest Speaker – tentative</i>	
35	04-02	Cruise industry	10, cruise
36	04-05	Cruise industry	

37	04-07	Food & Beverage <i>Guest Speaker – tentative</i>	8
38	04-09	Cruise industry Environmental impacts	12, environ 13
39	04-12	Environmental impacts	
40	04-14	<i>Guest Speaker – tentative</i> Assignment #6 due	
41	04-16	Environmental impacts	
42	04-19	Future of hospitality and tourism (you may skip Tourism Research section from p 391.) Assignment #7 due Optional semester project due by midnight	14
		Final Exam Section 01 (10AM class) Monday, April 26, 8AM Section 02 (11AM class) Wednesday, April 28, 8AM	

(Above topics, dates, etc. are subject to change – changes at Instructor’s discretion)

* Text chapters relate to Cook, Yale & Marqua, 6th edition.
Additional readings will be assigned throughout the semester.

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/>.

Disability: If there is a student in this class who has a documented disability and has been approved to receive accommodations through Center for Disability Services / SNAP Services, please feel free to come and discuss this with me during my office hours.

School of Business Learning Goals

Student Learning Outcomes	Assessment Method / Performance Expected
What will students know and be able to do when they complete the course?	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?
<p>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.</p>	<p>Students will write in a business format related to tourism issue. Students will write an essay related to tourism development.</p>
<p>INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.</p>	<p>Students will analyze customer service performance.</p>
<p>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.</p>	<p>Students will conduct an analysis of sustainable tourism issues.</p>
<p>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.</p>	<p>Students will answer exam questions on the Tourism Area Lifecycle and Plog's model.</p>
<p>QUANTITATIVE FLUENCY: Students will demonstrate competency in logical reasoning and data analysis skills. You will be asked to demonstrate these skills by completing your revenue management game in class calculations.</p>	<p>Students will examine and analyze statistics related to industry trends in hotels and food service.</p>