Instructor Information:
Dr. Brumby McLeod  
Associate Professor, Riley Fellow  
Department of Hospitality & Tourism Management  
School of Business  
College of Charleston  
Beatty Center  
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Charleston, SC 29424  
mcleodb@cofc.edu  
843-953-0735 (office) | 843-708-8814 (mobile)

Course Catalog Description:
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. Please note that HTMT210 does not count as an upper-level BADM elective.

Class Time and Location:
HTMT 210-11 (16562) & HTMT 210-10 (16565) | Tues & Thurs | 12:15 to 1:30 | ECTR 120
HTMT 210-05 (16540) & HTMT 210-11 (16568) | Tues & Thurs | 1:40 to 2:55 | ECTR 212

Office hours:
Monday & Wednesday, 9:30 to 11:00 AM in person or Zoom & by appointment via Zoom

Prerequisites:
None

Required Course Materials:

Required Technology:
Students are required to have a smartphone and laptop for course participation, engagement, interaction, class exercises, assignments and various communication. Students are also encouraged to have a smartphone that allows for tethering, texting and backup to the challenges of wifi and other network connections. Your mobile device will also need an app such as TurboScan or Dropbox for digitizing class exercises and turning them into PDFs for submission to OAKS.

OAKS:
A large portion of the course is managed and facilitated in OAKS, a learning management system powered by Desire 2 Learn and branded as OAKS at the College of Charleston. Access to this system via the appropriate browser is necessary component for participation in quizzes, exams, and assignment submissions. Chrome is the recommended browser. A laptop is required for this course. Grades, general communication, electronic documents, quizzes, assignments, and exams will be managed through OAKS. You should be logging into this system several times a week to access OAKS during each learning module to complete the necessary quizzes, assignments, and exams. Please honor the firm deadlines for completing materials. An overview about my use of OAKS will be provided within the first few class sessions.
Zoom:

Zoom meeting technology is an essential technology for providing a synchronous, visual and audible learning environment. Although this is a face-to-face course, we will be utilizing Zoom online in lieu of class periodically. Often, guests are coming to us remotely via Zoom. Please note, classes are not automatically operating in Zoom, but you will be notified when Zoom is the platform for a class day. When using Zoom, engagement in the course is demonstrated by a quiet and stable learning environment, the ability to mute and engage with video and audio at a moments notice, and use of the built-in features of Zoom such as raising hands, responding to questions, and screen sharing. You are required to be on video the entire class when we are using Zoom.

Course Objectives:

Hospitality and tourism are a significant economic sector comprising 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.

Course Overview and Structure:

The course is organized around 3 learning modules. Each module regularly consists of chapter readings, chapter notes, chapter quizzes, an assignment, and lectures. The course follows the three parts of the textbook and related chapters. Class sometimes includes field trips and guest speakers. You are expected to read the textbook. The general content of each learning module are provided under the ‘Course Topic Schedule’ section of the syllabus. Overall, your grade in this course is determined by a total of 14 quizzes (less the 2 lowest), 9 exercises, 3 assignments, 3 module exams, a comprehensive final exam, and the FYE Seminar. Lectures supplement and highlight elements of the textbook material.

Quizzes—the quizzes are meant to engross you in the textbook readings to establish a base understanding and prepare you for the exam covering that specific learning module. They are the method for holding you accountable for meeting the learning objectives and learning the key concepts and vocabulary of the industry. Each chapter has a related quiz that can be taken up to 3-times; you are encouraged to make the 3 attempts; your highest quiz attempt score is your recorded score; each quiz consists of 5 questions; the questions are delivered one at a time; the quiz does not allow you to return to any previous questions; each quiz is worth 01% of your grade; answers to the quizzes will NOT be revealed. The two lowest quizzes will be dropped.

Exercises—are intended to extend the learning into current topics to our destination. The Charleston is a top destination in the world. The strong tourism economy and its history provides an outstanding applied learning environment. Class exercises may include an in class exercise, a group-based field trip, or individual homework completed outside the classroom. Each exercise is worth 02% of your grade.
Assignments—are unique to the learning module content and require you to apply the overall School of Business learning goals and the learning objectives outlined by the textbook chapters to an organization, destination, or case scenario. There are three assignments in the course. Assignments will be introduced for each module. There is only one assignment per learning module, and you will have one-to-two weeks to complete it. Each assignment is worth 08% of your grade.

Exams—an exam follows the completion of a learning module. The exams consist of a random pool of quiz questions; you will recognize some of the questions from the quizzes. The exam is like the quiz delivery method and you will have 60-minutes to complete the exam in one attempt. Each exam is worth 08% of your grade. The final exam is worth 08% of your grade. The exams are scheduled online and outside of class time.

Classroom Topic Schedule:

This course is organized around three learning modules.

I. The Traveling Public and Tourism Promoters:
   a. Chapter 1, Introducing the World’s Largest Industry, Tourism
   b. Chapter 2, Marketing to the Traveling Public
   c. Chapter 3, Delivering Quality Tourism Services
   d. Chapter 4, Bringing Travelers and Tourism Service Providers Together
   e. Chapter 5, Capturing Technology’s Competitive Advantages

II. Tourism Service Suppliers:
   a. Chapter 6, Transportation
   b. Chapter 7, Accommodations
   c. Chapter 8, Food and Beverage
   d. Chapter 9, Attractions and Entertainment
   e. Chapter 10, Destinations

III. The Hospitality Environment:
   a. Chapter 11, Economic and Political Impacts of Tourism
   b. Chapter 12, Environmental and Social/Cultural Impacts of Tourism
   c. Chapter 13, Sustaining Tourism’s Benefits
   d. Chapter 14, The Future of Tourism

Grade Determination:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes—one per chapter</td>
<td>14 @ 01% = 14%</td>
<td></td>
</tr>
<tr>
<td>Exercises—random throughout the semester</td>
<td>09 @ 02% = 18%</td>
<td></td>
</tr>
<tr>
<td>Assignments—one per module</td>
<td>03 @ 08% = 24%</td>
<td></td>
</tr>
<tr>
<td>Exams—one per module</td>
<td>03 @ 08% = 24%</td>
<td></td>
</tr>
<tr>
<td>Final Exam—taken during finals week</td>
<td>01 @ 10% = 10%</td>
<td></td>
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<tr>
<td>FYE Seminar</td>
<td>01 @ 10% = 10%</td>
<td></td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>100%</strong></td>
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Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>94 or above</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 93</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89</td>
</tr>
<tr>
<td>B</td>
<td>83 – 86</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82</td>
</tr>
<tr>
<td>C+</td>
<td>77 – 79</td>
</tr>
<tr>
<td>C</td>
<td>73 – 76</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 72</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
</tr>
</tbody>
</table>

School of Business Learning Goals and Assessment Methods:

All of the Business Learning Goals listed below are addressed in this course via assignments and exercises.

<table>
<thead>
<tr>
<th>What will students know and be able to do when they complete the course?</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<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. 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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<tr>
<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>
</tr>
<tr>
<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 the Tourism Area Lifecycle and 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>
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 be 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 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](http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php)

Disability Services

Students approved for SNAP (Students Needing Access Parity) 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). Though it is the student’s responsibility to initiate discussion regarding accommodations that may be needed, an announcement on your syllabus or in class encouraging them to do so would be helpful. Students will feel more comfortable about identifying themselves as having a disability if they are approaching someone they believe to be receptive to the discussion. Such an invitation can go a long way toward encouraging students with a disability to approach the instructor early in the course.

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 responsible for notifying me during my office hours within the drop add period.
Disability Services:

If there is a student in this class who has a documented disability and has been approved to receive accommodations through the Center for Disability Services/SNAP (Students Needing Access Parity), please come and discuss this with me during my office hours.

This College abides by section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act that stipulates no student shall be denied access to an education "solely by reason of a handicap." Disabilities covered by law include, but are not limited to, learning disabilities and hearing, sight or mobility impairments. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please contact an administrator at the Center of Disability Services, (843) 953-1431 and me so that such accommodation may be arranged.

Center for Student Learning:

I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies, speaking & writing skills, 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 via phone at (843) 953-5635.

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

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Students can find the complete Honor Code and all related processes in the Student Handbook at: http://deanofstudents.cofc.edu/honor-system/studenthandbook/index.php.