Instructor: Michael S. Seekings, Esquire
40 Calhoun Street, Suite 400
Charleston, SC 29401
Tel: 843.853.5353
Email: mike@seekingslaw.com

Office Hours: By Appointment Only

Course Prerequisites: HTMT 210 or permission of instructor

Course Objectives:
This course examines tourism issues from a city and town perspective. Topics covered during this course include managing transportation systems, preserving historic and cultural elements and maintaining tourism infrastructure. The course will present opportunities to analyze and discuss multiple perspectives related to understanding and managing tourism businesses in Charleston and in a globalized environment.

Required Readings:
*Posted on OAKS*

Professor’s Policies:

- Please come see the professor if you need help with the course materials.
- Please use your school E-mail account for all electronic correspondence with the professor.
  - When E-mailing please put the course number in the subject line and remember to check your grammar and spelling.
  - 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 E-mail with a reminder.
- All assignments are due at the beginning of class in which they are due.
  - All assignments collected after that time is considered late and a 5% per day penalty will be assessed unless prior arrangements between the student and the professor were made.
  - All assignments must be handed directly to the professor.
  - Extensions must be negotiated at least 48 hours before the due date. This policy (as with all of these policies) can be waived at the professor’s discretion.
- When receiving a grade, wait 24 hours before disputing it if necessary.
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>
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</tbody>
</table>

**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 be asked to write using a variety of techniques:
1. Students will use a variety writing techniques including memos, briefing notes and term paper to convey concepts and ideas.

**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 demonstrate learning about Global Civic Responsibility through:
1. Students will apply sustainable tourism practices during assignments.

**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 be consistently required to demonstrate critical thinking and synthesis.
1. Students will be required to integrate information in developing a 72/72 plan.

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**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.*
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 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>Grades</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Assignments/Attendance</td>
<td>25</td>
</tr>
<tr>
<td>Case Study Presentation</td>
<td>50</td>
</tr>
<tr>
<td>72/72 Plan</td>
<td>25</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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</table>

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<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>94 - 100</td>
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<tr>
<td>A-</td>
<td>90 – 93</td>
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<tr>
<td>B+</td>
<td>87 – 89</td>
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<tr>
<td>B</td>
<td>83 – 86</td>
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<tr>
<td>B -</td>
<td>80 – 82</td>
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<tr>
<td>C+</td>
<td>77 – 79</td>
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<tr>
<td>C</td>
<td>73 – 76</td>
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<tr>
<td>C-</td>
<td>70 – 72</td>
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<tr>
<td>D+</td>
<td>67 – 69</td>
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<tr>
<td>D</td>
<td>63 – 66</td>
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<tr>
<td>D -</td>
<td>60 – 62</td>
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Phase I – Class Assignments (25%)

During Phase I each class will contain a class assignment. 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.*

Phase II – Case Study Presentation (40% + 10% for class assignments)

In a group of two, you will prepare and facilitate a 45-minute discussion on a major tourism issue. The grade breakdown for the project will be as such:

1. Preparation – 15%
   a. Briefing note
   b. Class assignment
2. Class lead execution – 20%
   a. Theoretical foundation
   b. Practical application
   c. Delivery
3. Group dynamics post review – 5%

Each group will assign the class a piece worth 1% overall (10 *1% =10% overall)

72/72 Plan (30%)

The final project will consist of a 10- to 15-page paper on your version of the 72/72 plan as it relates to Charleston and another city of your choosing.
CLASS SCHEDULE

(Subject to change upon instructor’s discretion)

Phase I

1. August 29th – No Class

2. September 5th – Introducing destination management/Residents’ perceptions of tourism

3. September 12th – Balancing development and growth – 72/72 Plan/Hotel Moratorium/Guest Speaker – Dan Riccio: Director of Livability & Tourism, City of Charleston

4. September 19th – Managing Perception of value for Charleston/ Comparing Charleston to Other Cities/ Guest Speaker – Jacob Lindsey: VP Hospitality Asset Management at Lowe, Former City of Charleston Planning Director

5. September 26th – Government and Tourism/ Guest Speaker – Dale Morris: Chief Resilience Officer, City of Charleston

6. October 3rd – Guest Speaker - Helen Hill: CEO, Charleston Area Convention and Visitors Bureau

7. October 10th – 72/72 Top Plan Due/Guest Speaker – Duane Parrish: Director, South Carolina Department of Parks, Recreation & Tourism

8. October 17th – TBD

9. October 24th – Guest Speaker – Winslow Hastie: President & CEO, Historic Charleston Foundation

Phase II – Presentations

10. Oct. 31st – Group 1
    Group 2
    Group 3

11. Nov. 7th – No Class (Fall Break)

12. Nov. 14th – Group 4
    Group 5
    Group 6

13. Nov. 21st – No Class (Thanksgiving Week)

14. Nov. 28th – Group 7
    Group 8
    Group 9

15. Dec. 5th – Group 10