Instructor: Robert (Bob) Frash, Ph.D.
Email: frashr@cofc.edu  Replies attempted within 24 hours.
Phone: 843.953.0827
Office: JC Long 306
Office Hours: Tuesday and Thursday 3:30 – 4:30 pm
Schedule of Activities: Refer to the Course Calendar
Class Meeting Days/Time: Tuesday and Thursday from 1:40 - 2:55 pm
Prerequisites: None
Required Course Text and Readings:
  - The hardcover textbook is available at the Barnes & Noble campus bookstore for purchase; or the e-book may be rented.
- 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 @ 30 Pts. Ea.)</td>
<td>150</td>
</tr>
<tr>
<td>OAKS Reading Quizzes (12 @ 10 Pts. Ea.)</td>
<td>120</td>
</tr>
<tr>
<td>Operations Analysis Project (Team-based)</td>
<td>150</td>
</tr>
<tr>
<td>In-Class Activities</td>
<td>130</td>
</tr>
<tr>
<td>Total Points</td>
<td>1000</td>
</tr>
</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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.9%</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.9%</td>
</tr>
<tr>
<td>B</td>
<td>83-86.9%</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.9%</td>
</tr>
<tr>
<td>C+</td>
<td>77-79.9%</td>
</tr>
<tr>
<td>C</td>
<td>73-76.9%</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.9%</td>
</tr>
<tr>
<td>D+</td>
<td>67-69.9%</td>
</tr>
<tr>
<td>D</td>
<td>63-66.9%</td>
</tr>
<tr>
<td>D-</td>
<td>61-62.9</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60.9%</td>
</tr>
</tbody>
</table>

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:
  o word processed in MS Word
  o grammatically correct
  o consistent with the Publication Manual of the American Psychological Association (APA) 7th ed. Standards.
- 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 always mandated
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

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 a CofC name given to an LMS designed by “Desire-2-Learn.” 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 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, typically do satisfactorily on exams. Exam dates are posted on the course calendar. Exams will consist of multiple-choice and true/false questions.

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 multiple-choice and true/false questions.
Guest Lecturer - Trend Analysis
In order to be successful, as we progress through the 21st century, hospitality and tourism managers need to understand the dynamic nature of their industry. 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 the topic given by the instructor and prepare an approximately 350-word, double-spaced, referenced, structured rhetorical review. Additionally, stemming from your analysis, you prepare three business-oriented, and open-ended questions for the guest lecturer. Students’ research should serve to facilitate a dialogue with the respective guest lecturer on the respective topic.

These assignments are due, typed, on the day the respective guest lecturer visits. You will keep the assignment papers until the end of the class period so that you can make handwritten notes on the back of the assignments. Grades will be based on the quality, cohesiveness, and depth of the student’s research, his or her ability to write a summary of this research rhetorically, the appropriateness of the questions posed, and thoroughness of the student’s notes.

Online Reading Quizzes
There are 12 online quizzes for each chapter covered in the textbook. These quizzes must be completed by noon on due date posted on the Course Calendar. 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.

In-Class Activities

Operations Analysis Project
The recent pandemic was devastating for some and an opportunity for others that successfully innovated their businesses. Although the matter is fluid, most hospitality and tourism businesses, especially in Charleston, SC, are flourishing with post-pandemic pent-up demand. These businesses are now thriving because they adroitly innovated their products, services, and business models during the pandemic. The overarching objective of this project is for the student to utilize the theory and content from the class to identify and describe a hospitality company that exemplifies more-effective products, processes, services, technologies, or business models that allowed the company to survive the 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 class prepared and ready to contribute.

Business School Librarian
Name: Amanda Kraft
Email: kraftal@cofc.edu
Phone: 843-953-6791
Website: https://libguides.library.cofc.edu/prf.php?account_id=179303
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 trend 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 Lightsey 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 an 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