HTMT 210-06  
Principles & Practices in Hospitality & Tourism

Spring 2021  
TR 9:25am - 10:40am  
120 Education Center

Instructor  
Daniel Guttentag, Ph.D.  
Assistant Professor  
Department of Hospitality and Tourism Management  
School of Business, College of Charleston

Contact  
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Office phone: 843.953.2025

Office location  
326 Beatty Center

Office hours  
Monday 10:00am - 11:30am  
Thursday 11:00am - 12:30pm  
*Other times by appointment (in-person or Zoom)  
**If you are unvaccinated, please meet with me via Zoom

Course Prerequisites  
None

Readings  
Readings for the course will be taken from the following textbook:


Course Description  
Hospitality and tourism is an economic sector composed of several interrelated industries (i.e., transportation, lodging, food and beverage, attractions, destination marketing organizations, etc.). This course will be an in-depth examination of the past, present and future trends and issues in many of these sectors with special emphasis on the planning, marketing and management functions. Some of the leading corporations will be examined in the forms of case studies so that you can gain an appreciation of the competitive environment in which these companies exist.

This course is designed as an overview of the hospitality and tourism industry. Its intent to describe many of the planning, marketing and management functions of hospitality enterprises so as to provide you a clearer picture of the career opportunities available.
Course Objectives

- 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

- HTMT 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 visitor’s bureaus
- Revenue management
Course policies

COMMUNICATION WITH ME
• Let me know as early as possible if you require special accommodations, if you are struggling with class work, if you need further clarification on something, if you think you will be unable to meet a deadline, etc.

OAKS
• OAKS is the tool through which course communications will be made, and you are responsible for checking OAKS regularly to remain updated on course communications.
• You are strongly encouraged to set up OAKS notifications. A tutorial describing how to do this can be found here.

EMAIL
• All email communication should be sent to me at guttentagda@cofc.edu.
• You must write from your CofC email account.
• When corresponding with me, please use formal, professional language. For example, a message should not begin “Hey you” or include text message-style shorthand.

ABSENCES
• For an absence to be excused (barring extenuating circumstances), you must inform me of it via email prior to the class period that will be missed. Please specify the general nature of the absence (health-related, family-related, personal reasons, etc.). You do not need to provide significant detail, but evidence supporting the nature of your absence may be subsequently requested.
• If you are absent due to COVID-19, either because you tested positive or because you are quarantining, please let me know immediately so that we can arrange for reasonable accommodations for you to continue with the course. When able, such students may be able to observe class live via Zoom.

CLASSROOM BEHAVIOR
• Come to class prepared, having read the material assigned for each class.
• Actively participate in class discussions and activities.
• Respect others in the classroom and value their opinions, even if they differ from your own. The classroom is a place for productive, civil, and open dialogue. Students making hateful or inflammatory comments meant simply to provoke will be asked to leave the classroom. Critique ideas, rather than the people who hold them. Allow everybody an opportunity to talk.

ZOOM
• It is possible that the COVID-19 pandemic will force the class to be transitioned to Zoom at some point throughout the term. If this occurs, you will be expected to attend all Zoom classes at our normal class time. You also will be expected to have your camera on throughout the duration of each class period.
## Course schedule (subject to change)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic/Event</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tue, Aug 24</td>
<td>Course Intro</td>
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<tr>
<td></td>
<td>Thu, Aug 26</td>
<td>Intro to tourism and hospitality</td>
<td>Ch. 1</td>
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<tr>
<td>2</td>
<td>Tue, Aug 31</td>
<td>Tourism consumer behavior and marketing</td>
<td>Ch. 2</td>
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<tr>
<td></td>
<td>Thu, Sep 2</td>
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<tr>
<td>3</td>
<td>Tue, Sep 7</td>
<td>Service quality</td>
<td>Ch. 3</td>
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<td></td>
<td>Thu, Sep 9</td>
<td></td>
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<tr>
<td>4</td>
<td>Tue, Sep 14</td>
<td>Tourism sales and distribution</td>
<td>Ch. 4</td>
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<tr>
<td></td>
<td>Thu, Sep 16</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>Tue, Sep 21</td>
<td>Tourism technology</td>
<td>Ch. 5 (not Rev mgmt)</td>
</tr>
<tr>
<td></td>
<td>Thu, Sep 23</td>
<td>EXAM 1</td>
<td></td>
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<tr>
<td>6</td>
<td>Tue, Sep 28</td>
<td>Transportation</td>
<td>Ch. 6 (and Cruises)</td>
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<td></td>
<td>Thu, Sep 30</td>
<td></td>
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<tr>
<td>7</td>
<td>Tue, Oct 5</td>
<td>Accommodations</td>
<td>Ch. 7 (and Rev mgmt)</td>
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<td></td>
<td>Thu, Oct 7</td>
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<td>8</td>
<td>Tue, Oct 12</td>
<td>Food and beverage</td>
<td>Ch. 8</td>
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<td></td>
<td>Thu, Oct 14</td>
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<td>9</td>
<td>Tue, Oct 19</td>
<td>FALL BREAK - NO CLASS</td>
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<td></td>
<td>Thu, Oct 21</td>
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<tr>
<td>10</td>
<td>Tue, Oct 26</td>
<td>Attractions, recreation, events, etc.</td>
<td>Ch. 9</td>
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<tr>
<td></td>
<td>Thu, Oct 28</td>
<td>EXAM 2</td>
<td></td>
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<tr>
<td>11</td>
<td>Tue, Nov 2</td>
<td>Destinations</td>
<td>Ch. 10 (not Cruises)</td>
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<td></td>
<td>Thu, Nov 4</td>
<td></td>
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<tr>
<td>12</td>
<td>Tue, Nov 9</td>
<td>Economic and political impacts</td>
<td>Ch. 11</td>
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<td></td>
<td>Thu, Nov 11</td>
<td></td>
<td></td>
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<tr>
<td>13</td>
<td>Tue, Nov 16</td>
<td>Environmental and social impacts</td>
<td>Ch. 12</td>
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<td></td>
<td>Thu, Nov 18</td>
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<td>14</td>
<td>Tue, Nov 23</td>
<td>Sustainability</td>
<td>Ch. 13</td>
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<td></td>
<td>Thu, Nov 25</td>
<td>THANKSGIVING - NO CLASS</td>
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<td>15</td>
<td>Tue, Nov 30</td>
<td>Future of tourism</td>
<td>Ch. 14</td>
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<td>Thu, Dec 2</td>
<td>EXAM 3</td>
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Note: All primary readings are from the course textbook (Cook, Hsu, & Marqua, 2018).
Course evaluation

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Reading quizzes</td>
<td>10%</td>
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<tr>
<td>In-class activities</td>
<td>10%</td>
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<tr>
<td>Homework</td>
<td>10%</td>
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<tr>
<td>Exam 1</td>
<td>15%</td>
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<tr>
<td>Exam 2</td>
<td>15%</td>
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<tr>
<td>Exam 3</td>
<td>15%</td>
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<tr>
<td>Essay</td>
<td>25%</td>
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</table>

Reading quizzes
A ten-question quiz will be completed via OAKS on each textbook chapter, unless otherwise stated. The quizzes will be published roughly 48 hours prior to their completion deadlines. Each quiz must be completed prior to the first class period during which the respective chapter topic is being covered, as per the Course Schedule found earlier in this Syllabus. These dates are subject to change, and so as the semester unfolds students will be notified in advance about the date for each reading quiz.

Students will have 10 minutes to complete each quiz, and may use their textbook. The quizzes must be completed wholly independently; students may not give or receive assistance to or from anyone inside or outside of the course. Any evidence of cheating will be subject to the College of Charleston Honor Code. Grades will be earned in accordance with the table below (out of 10 points). Each student’s lowest reading quiz grade from the semester will be dropped.

<table>
<thead>
<tr>
<th>Correct quiz answers</th>
<th>Points earned (/10)</th>
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</thead>
<tbody>
<tr>
<td>10</td>
<td>10</td>
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<tr>
<td>9</td>
<td>10</td>
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<td>8</td>
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<td>5</td>
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<td>1</td>
<td>4</td>
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<td>0</td>
<td>3</td>
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</tbody>
</table>

In-class activities and Homework
Throughout the term, students will regularly complete assignments, both as in-class activities and as homework. The focus of these assignments will be on critically thinking about and applying the knowledge that has been learned. These assignments will be graded with a focus on assessing a student’s effort and whether the student has demonstrated a general understanding of the material. In-class activities must be completed during the associated class period (excluding excused absences). The assignments will be graded on a ten-point scale as follows, and the lowest grade from the semester for both in-class activities and homework will be dropped:
Exams
Three exams will be held throughout the term, and will be completed in class. The exam dates can be found on the Course Schedule located in this Syllabus. The exams will consist of multiple choice and short / semi-short answer questions related to the material that has been covered in the preceding section of the course (i.e., the exams are not cumulative). Exam questions may relate to any and all material that has been covered, including lectures, readings, class discussions, and guest talks.

Note that the format of the exams will change if the class is being conducted via Zoom at the time of an exam.

Essay
An individual essay will be assigned during the term. This essay will involve analyzing and applying the knowledge that has been learned in the course. Further information regarding the essay will be discussed in class and posted on OAKS in due course.
Grade scale
A: 95-100
A-: 90-94
B+: 87-89
B: 83-86
B-: 80-82
C+: 77-79
C: 73-76
C-: 70-72
D+: 67-69
D: 63-66
D-: 60-62
F: 59 and below

School of Business learning goals

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<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>
</tr>
<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>Students will write an essay in a business format on topics related to hospitality and tourism management, marketing, and/or policy.</td>
</tr>
<tr>
<td>INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.</td>
<td>As part of their essays and other assignments, students will use their creative ideas to critically analyze current tourism issues. Students will engage in activities such as developing policy recommendations and marketing strategies.</td>
</tr>
<tr>
<td>GLOBAL CIVIC RESPONSIBILITY: Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.</td>
<td>Issues related to the positive and negative economic, social, and environmental impacts of tourism will feature prominently in this course, and students must comprehend these issues in order to perform well on the exams, essay, and assignments.</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>Tourism is inherently a multi-disciplinary subject, and students will be exposed to topics related to management, communications, economics, historic preservation, etc. As part of all graded assignments, students must demonstrate...</td>
</tr>
</tbody>
</table>
an ability to draw on knowledge from multiple disciplines.

**QUANTITATIVE FLUENCY:**
Students will demonstrate competency in logical reasoning and data analysis skills.

Students will complete various assignments that rely on quantitative analyses, primarily as related to hotel performance metrics and hotel revenue management.

**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://deanofstudents.cofc.edu/honor-system/studenthandbook/index.php](http://deanofstudents.cofc.edu/honor-system/studenthandbook/index.php)

**Disability Statements**
1. Any student eligible for and needing accommodations because of a disability is requested to speak with the professor during the first two weeks of class or as soon as the student has been approved for services so that reasonable accommodations can be arranged.

2. The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services 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 accommodation is needed.
3. This College abides by Section 504 of the Rehabilitation Act of 1973 and the
Americans with Disabilities Act. 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 see an administrator at the Center of Disability
Services/SNAP, (843) 953-1431) or me so that such accommodation may be
arranged.
   For more information, you may visit the disability services website:
   http://disabilityservices.cofc.edu/

Inclement Weather, Pandemic or Substantial Interruption of Instruction
If in-person classes are suspended, faculty will announce to their students a detailed plan
for a change in modality to ensure the continuity of learning. All students must have
access to a computer equipped with a web camera, microphone, and Internet access.
Resources are available to provide students with these essential tools.

Center for Student Learning
The Center for Student Learning’s (CSL) academic support services provide assistance in
study strategies, speaking & writing skills, and course content. Services include 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.

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/.

Mental & Physical Wellbeing
At the College, we take every students’ mental and physical wellbeing seriously. If you
find yourself experiencing physical illnesses, please reach out to student health services
(843.953.5520). And if you find yourself experiencing any mental health challenges (for
example, anxiety, depression, stressful life events, sleep deprivation, and/or
loneliness/homesickness) please consider contacting either the Counseling Center
(professional counselors at http://counseling.cofc.edu or 843.953.5640 3rd Robert Scott
Small Building) or the Students 4 Support (certified volunteers through texting
"4support" to 839863, visit http://counseling.cofc.edu/cct/index.php, or meet with them in
person 3rd Floor Stern Center). These services are there for you to help you cope with
difficulties you may be experiencing and to maintain optimal physical and mental health.

Food & Housing Resources
Many CofC students report experiencing food and housing insecurity. If you are facing
challenges in securing food (such as not being able to afford groceries or get sufficient
food to eat every day) and housing (such as lacking a safe and stable place to live), please contact the Dean of Students for support (http://studentaffairs.cofc.edu/about/salt.php). Also, you can go to http://studentaffairs.cofc.edu/student-food-housing-insecurity/index.php to learn about food and housing assistance that is available to you. In addition, there are several resources on and off campus to help. You can visit the Cougar Pantry in the Stern Center (2nd floor), a student-run food pantry that provides dry-goods and hygiene products at no charge to any student in need. Please also consider reaching out to Professor ABC if you are comfortable in doing so.

Additional Online Learning Resources

- CofC’s summary of tools for learning remotely: https://continuity.cofc.edu/learning-remotely/index.php
- Student Instructional Technology Services: http://blogs.cofc.edu/sits/

Other items

For other matters not specified in this syllabus, this course complies with the common policy of the College.