

HTMT 210 – Spring 2008
Principles & Practices in Hospitality & Tourism
Section 003: Beatty Center 218, TR 12:15-1:30pm

Instructor: Dr. Stephen W. Litvin
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Office hours:

Monday	3:00pm – 5:30pm
Wednesday	3:00pm – 5:30pm
Thursday	10:45am – noon

Course prerequisites: None

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 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

Learning methods: Students will be expected to be active participants in their learning. The course will encompass lectures, but will rely heavily upon class discussion, cases and exercises. Students will be expected to complete a series of short assignments and a semester project. There will be two mid-term tests and a final exam.

Required text: *Tourism, the Business of Travel*, 3rd ed. (2005), Cook, Yale, and Marqua.

Supporting Web-site: <http://cwx.prenhall.com/tourism/>

Academic Integrity: The College of Charleston's Honor Code is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional action may be taken. Cheating includes copying someone else's work in exams, quizzes, and assignments. It includes using notes and other aides during exams when not authorized to do so, collaborating with others for take-home exams, using someone else's idea's without referencing them, or turning in an assignment for this class that was submitted, in whole or in part, for another class. Cheating also includes the allowing of one's work to be copied by another and doing work for another student. If you are unclear about what constitutes cheating, please see the Instructor.

Grading:			Grades:	
Progress test #1	20		A	94-100
Progress test #2	25		A-	90-93
Final exam	35		B+	87-89
Short assignments	20		B	83-86
Semester project	optional		B-	80-82
			C+	77-79
Total	100		C	73-76
			C-	70-72
See below for optional project			D+	67-69
			D	60-66

Class attendance and participation: The course has no specified attendance policy. However, attendance is expected and students are responsible for all content and assignments for each class. Attendance is however expected and students are responsible for all content and assignments for each class. Your final grade will be adjusted from +3 to -3 marks based the quality of your participation. Active participation, i.e. your willingness and enthusiasm for contributing to class discussion, as well as the quality of your contribution, will result in a positive adjustment. Lack of attendance or lack of preparation will result in a negative adjustment. Class participation is important. You are expected to contribute! The HTM industry requires an outgoing personality and the ability to interact with people. Show, or develop, this side of your personality in class.


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 and included on the progress tests. In addition, cases, discussion questions and other exercises will be distributed prior to class sessions. Students are expected to come to class prepared to discuss these.

Short assignments: This component will be comprised of short assignments throughout the semester. Short assignments will not be accepted without a valid excuse, at the discretion of the Instructor. E-mail submission is fine if you will not be in class on the day that the assignment is due.

Optional project: Students are encouraged to prepare a semester project. If submitted, the project will be weighted at 35 points, the same as your final exam (but then the denominator for your grade equation will be 135 points; versus 100 if the project is 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. The optional project must be submitted no later than April 18.

Tests and exam: If you miss a progress test without a valid excuse, you will receive zero credit for the test. With a valid excuse (Instructor's discretion) the points will be allocated to the other two tests. If a second test is missed, for any reason, you will receive zero credit for the missed tests. Final exam make-ups must be approved by Academic Affairs. No make-up final exams are given without their authorization.

Topic Outline and Related Text Chapters
(Subject to change – changes at Instructor’s discretion)

Date	Topic	Chapter*
01-10	Course introduction	
01-15	Introduction to HTMT	1
01-17	Tourism demand, understanding tourist types	2
01-22	Tourism demand, continued	
01-24	Hotel Industry	6
01-29	<i>Guest Lecture</i> – tentative	
01-31	Hotel Industry, continued Short assignment #1 due in class	
02-05	Tourism supply, destinations and attractions (except cruises)	8&9
02-07	Tourism supply, destinations and attractions, continued	
02-12	Tourism supply, destinations and attractions, continued	
02-14	Progress Test #1	
02-19	Transportation, with focus on aviation <i>2-20 is the last day to withdraw from course with ‘W’</i>	5
02-21	<i>Guest Lecture</i> – tentative	
02-26	Transportation, with focus on aviation, continued	
02-28	Travel intermediaries Short assignment #2 due in class	4
03-04 03-06	 Spring Break	
03-11	Economic impacts of tourism	10
03-13	Economic impacts, continued	
03-18	Economic impacts, continued Short assignment #3 due in class	
03-20	<i>Guest Lecture</i> – tentative	
03-25	Progress Test #2	
03-27	Social/cultural impacts of tourism	11, culture
04-01	Social/cultural impacts, continued	
04-03	Social/cultural impacts, continued Short assignment #4 due in class	
04-08	Food Services <i>Guest Lecture</i> – tentative	7
04-10	Cruise industry	9, cruise
04-15	Cruise industry, continued Optional semester project due	
04-17	Environmental impacts	11, environ
04-22	Future of hospitality and tourism; Exam review Short assignment #5 due in class	12
Final Exam	Tuesday, April 29	noon - 2:00pm

* Text chapters relate to Cook, Yale & Marqua, 3rd edition.
Additional readings will be assigned throughout the semester.

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