

HTMT 210
Principles & Practices in Hospitality & Tourism
T & TR – 4:00 – 5:15
ECTR 101

Instructor: Wayne W. Smith PhD
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Office Hours: T & Tr – 9:30 – 10:45 AM or 2:00 – 3:30 PM
Other times by appointment

Course Prerequisites: None

Required Text

Cooks, R. A., Yale, L. J. & Marqua, J.J. (2006). *Tourism: The Business of Travel 3rd Edition*. Pearson Prentice Hall: New Jersey.

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:

- HTM Career profiles
- Definition and characteristics of tourism and hospitality
- 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 parks and recreation
- Industry trends and operational practice in gaming entertainment
- Industry trends and operational practice in the cruise industry

- 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
- Franchise management
- Hospitality and tourism trade and governmental associations
- Role of convention and visitor's bureaus
- Revenue management

Professor's Policies

- Please come see the professor if you need help with the course materials.
 - If the office door is open, please feel free to knock and enter (unless someone else besides me is already in the office).
 - If you want a specific time to meet outside of office hours, please make an appointment.
- Please use your school Email account for all electronic correspondence with the professor.
 - When Emailing 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 Email 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. **DO NOT** slide assignments under the professor's office door!
- When receiving a grade, wait 24 hours before disputing it if necessary.
 - If it is an adding error, it can be corrected immediately however, if it is a substance issue, please wait 24 hours and make an appointment to discuss the grade with the professor.

Honor Code and Academic Integrity

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each instance is examined to determine the degree of deception involved.

Incidents where the professor believes the student's actions are clearly related more to ignorance, miscommunication, or uncertainty, can be addressed by consultation with the student. We will craft a written resolution designed to help prevent the student from repeating the error in the future. The resolution, submitted by form and signed by both the professor and the student, is forwarded to the Dean of Students and remains on file.

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible 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.

It is important for students to remember that unauthorized collaboration--working together without permission-- is a form of cheating. Unless a professor specifies that students can work together on an assignment and/or test, no collaboration is permitted. Other forms of cheating include possessing or using an unauthorized study aid (such as a PDA), copying from another's exam, fabricating data, and giving unauthorized assistance.

Remember, 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 professor.

Students can find a complete version of the Honor Code and all related processes in the *Student Handbook* at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Disability Statement

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 see an administrator at the Center of Disability Services, (843) 953-1431 or me so that such accommodation may be arranged.

Grading	Grades
Assignments (5*5 marks)	25
Final Exam	25
Mid Term Test	25
Presentation & Outline	<u>25</u>
TOTAL	100

Grading

A	94 - 100
A-	90 - 93
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

Class Attendance and Participation

Class attendance is required. As much of the work for this course is group in nature, not attending not only affects the individual but the group as a whole. Groups will have the opportunity to grade other members and one of the criteria will be attendance along with measurements of the individual's contribution to the group.

Assignments (5*5%=25%)

At certain periods during the course an assignment will be distributed. These assignments will correspond to the days lecture materials. *YOU MUST BE PRESENT IN-CLASS IN ORDER TO GET CREDIT FOR THE ASSIGNMENT.* There are times when the assignment will go over two consecutive classes. In that case you must be present in *both* classes in order to receive a grade for the assignment. No make-up assignments will be given. If you miss the class 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 are judged by the professor.*

Presentation & Outline (25%)

In a group of three or four students, you will deliver a 20 minute presentation to the class examining an interesting aspect of hospitality and tourism. Possible topics are but not limited to include: Dark Tourism; Sex Tourism; the Natural Disasters or; Human Resources in Hospitality. The presentation should contain appropriate use of academic literature in combination with government statistics and other supporting materials related to your topic. Along with your presentation, a group outline of the presentation will also be submitted. The group outline is to contain the information used in the presentation as well as having a citations list of materials at the end and a break down of each member's contribution to the presentation.

Tests (25%)

There will be one test. The mid term test will contain multiple choice, short answer and essay style questions related to the course materials (including both lecture and readings). It is the student's responsibility to be available to take examinations in the scheduled times.

Final Exam (35%)

You will be tested on course content and readings and guest lecture materials in a final exam. It is the student's responsibility to be available to take examinations in the scheduled times.

CLASS SCHEDULE

(Subject to Change upon Instructor's Discretion)

- Weeks 1, 2 The Nature of Hospitality & Tourism
• Chapters 1, 11 & 12
- Week 3 Marketing to the Travelling Public
• Chapter 2
- Week 4 Delivering Quality Tourism Services
• Chapter 3
- Week 5 E-Hospitality & the Booking Industry
• Chapter 4
- Week 6, 7 Typologies of Tourism Businesses
• Chapters 5, 7 & 8
• * Mid Term Test will occur at the end of Week 7
- Week 8 Accommodations
• Chapter 6
- Weeks 9, 10 Class Presentations
- Weeks 11, 12 Destinations & Tourism Development
• Chapter 9
- Week 13 Legal Issues in Tourism
• To be assigned in class
- Weeks 14, 15 The Future of Tourism
• Chapter 12
- Week 16 Course Review