FACULTY CURRICULUM COMMITTEE COURSE FORM

Contact Name: Wayne Smith  Email: smithww@cofc.edu  Phone: 843.953.6663

Department or Program Name: Hospitality and Tourism Management  School name: School of Business

Course Prefix, Number, and Title: HTMT 380 Managing Global Tourism

I. CATEGORY OF REVIEW (Check all that apply)
(Note: For changes to course, if you check more than two separate changes, you must create a new course.)

NEW COURSE

<table>
<thead>
<tr>
<th>CHANGE COURSE</th>
<th>DELETE COURSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change Number</td>
<td>Re-activate Course</td>
</tr>
<tr>
<td>Change Title</td>
<td>Delete Course</td>
</tr>
<tr>
<td>Change Credits/Contact hours</td>
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<tr>
<td>Prerequisite Change</td>
<td></td>
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<tr>
<td>Edit Description</td>
<td></td>
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</tbody>
</table>

☐ Approve for Cross-listing (attach rationale and written permission from relevant department)

☐ Intended to fulfill a General Education requirement (new courses only). If this box is checked, the course must also be submitted for review by the General Education Committee using this form.

Date (Semester/Year) the course will first be offered: Fall 2012

What are the prerequisites AND OTHER RESTRICTIONS (e.g., class level, major, co-requisite, credit for a mutually exclusive course)?

HTMT 210, ECON 200, ACCT 203 or permission of instructor

Will this course be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

a) X Yes  ☐ No

b) If yes, complete and attach the CHANGE DEGREE REQUIREMENT form(s) for each affected program. List the name(s) of each program affected below:

Counted for HTMT Major, Minor, Concentration as an upper division elective.

II. NUMBER OF CREDITS and CONTACT HOURS per week

A. Contact Hours  Lecture  Lab  Seminar  Ind. Study

3

B. Credit Hours

3
Is this course repeatable? □ yes X no  If so, how many credit hours may the student earn in this course?

### III. CATALOG DESCRIPTION
Limit to 50 words *EXACTLY* as you want it to appear in the catalog; include prerequisites, co-requisites, and other restrictions.

This course examines tourism issues from a global perspective. Topics covered during this course include: international business practices (marketing, law and finance), managing diverse populations and sustainable development. The course will present opportunities to analyze and discuss multiple perspectives related to understanding and managing tourism businesses in a globalized environment. Prerequisites: HTMT 210, ECON 200, ACCT 203 or permission of instructor.

### IV. RATIONALE or JUSTIFICATION:
*If course change or deletion*—please provide reasons for change(s) to or deletion of a course. If a *new course*—briefly address the goals/objectives for the course, how the course supports a major or minor program, etc. For non-major courses address how the course supports the liberal arts tradition and the mission of the institution.

This course addresses several key components to both the mission statement of the Department of Hospitality and Tourism Management and the School of Business. This course directly incorporates four of the learning goals outlined by the School of Business:

**COMMUNICATION SKILLS:** Students will demonstrate the ability, via both the written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

**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.

**INTELLECTUAL INNOVATION AND CREATIVITY:** Students will be able to demonstrate their resourcefulness and originality in addressing unscripted problems by applying and building upon knowledge and life experience.

**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.

### V. STUDENT LEARNING OUTCOMES and ASSESSMENT

<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>
</tbody>
</table>
| **1. COMMUNICATION SKILLS:** Students will demonstrate the ability, via both the 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. Memo writing (see attached Strategic Direction Assignment);  
2. Report writing (see attached India Tourism Assignment); and  
3. Resume writing (see attach Career Strategy Assignment) |
| **INTELLECTUAL INNOVATION AND CREATIVITY:** Students will be able to demonstrate their resourcefulness and originality in addressing unscripted problems by applying and building upon knowledge and life experience. | Students will be asked on an ongoing basis to discuss ethical issues: Two example can is illustrated with the attached Drugs, Ethics & Tourism and the Strategic Direction Assignment. |
**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.

This goal represents the core of the course and is measured consistently throughout. For a very specific example please see the attached tourist gage assignment and quiz on sustainable tourism.

**4. 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. Please see the attached final exam as an example of this.

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

This course was designed with the School of Business learning goals in mind. Specifically, this course addresses and measures the learning goals as stated above. Specifically, this course addresses the Global Civic Responsibility goal that was identified as a underserviced area within our program.

**VII. IMPACT ON EXISTING PROGRAMS and COURSES:** Please briefly document the impact of this new/changed/deleted course on other programs and courses; if deleting a course—list all programs that include the course; if adding/changing a course—explain any overlap with existing courses in the same or different departments.

None.

**VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED:** List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

None.
Proposal for a New Course

16. Signature of Department Chair or Program Director:

Date: 4/12/11

17. Signature of Dean of School:

Date: 4/12/11

18. Signature of Provost:

Date: 9/3/11

19. Signature of Curriculum Committee Chair

Date: 

20. Signature of Faculty Senate Secretary:

Date Approved by Senate: 

Completed form should be sent by the Faculty Senate Secretary to the Registrar. After implementation, information concerning the passed course and program changes will be provided by the Registrar to all faculty and staff on campus.
IX. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

_________________________________________________________________________ Date: ________________

2. Signature of Academic Dean:

_________________________________________________________________________ Date: ________________

3. Signature of Provost:

_________________________________________________________________________ Date: ________________

4. Signature of Curriculum Committee Chair:

_________________________________________________________________________ Date: ________________

5. Signature of Faculty Senate Secretary:

_________________________________________________________________________ Date: ________________

Date Approved by Faculty Senate: __________________________________________

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.

See attached sheet.

Thank you
HTMT 380  
Managing Global Tourism  
Beatty Centre 320  
T & R 1:40 PM – 2:55 PM

Instructor: Wayne W. Smith PhD  
Room 334, Beatty  
TEL: 953-6663  
E-Mail: smithww@cofc.edu

Office Hours: T & R – 12:10 – 1:30 PM - Other times by appointment

Course Prerequisites:  
HTMT 210, ECON 200, ACCT 203 or permission of instructor

Course Objectives:  
This course examines tourism issues from a global perspective. Topics covered during this course include: international business practices (marketing, law and finance), managing diverse populations, globalization, and sustainable development. The course will present opportunities to analyze and discuss multiple perspectives related to understanding and managing tourism businesses in a globalized environment.

Required Readings  
See attached reading list.

Professor’s Policies

• Please come see the professor if you need help with the course materials.  
  o If the office door is open, please feel free to knock and enter (unless someone else besides the professor is already in the office).  
  o If you want a specific time to meet outside of office hours, please make an appointment.

• Please use your school E-mail account for all electronic correspondence with the professor.  
  o When E-mailing please put the course number in the subject line and remember to check your grammar and spelling.  
  o 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.  
  o 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.  
  o All assignments must be handed directly to the professor. DO NOT slide assignments under the professor’s office door!  
  o 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.
### Learning Goals:

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1. Memo writing (see attached Strategic Direction Assignment);  
2. Report writing (see attached India Tourism Assignment); and  
3. Resume writing (see attach Career Strategy Assignment) |
| **INTELLECTUAL INNOVATION AND CREATIVITY:** Students will be able to demonstrate their resourcefulness and originality in addressing unscripted problems by applying and building upon knowledge and life experience. | Students will demonstrate intellectual innovation and creative through:  
1. Drugs, Ethics & Tourism Assignment  
2. Strategic Direction Assignment. |
| **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. Tourist Gaze Assignment and  
2. Quiz on Sustainable Tourism. |
| **4. 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. Please see the final exam as an example of this. |
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

<table>
<thead>
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<th>Class assignments</th>
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<td>Group term paper or presentation</td>
<td>25</td>
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<td>Quizzes</td>
<td>25</td>
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<td>Final Exam</td>
<td>25</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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Grades

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<th>Grade</th>
<th>Percentage</th>
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<tr>
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<tr>
<td>C-</td>
<td>70 – 72</td>
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<td>D+</td>
<td>67 – 69</td>
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<td>D</td>
<td>63 – 66</td>
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<tr>
<td>D-</td>
<td>60 – 62</td>
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Assignments (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 as judged by the professor.

Presentation & Outline (25%)

Individually or partnered, you will either deliver a 15 minute presentation to the class or write a 10 - 20 page paper examining an interesting international tourism issue. Possible topics are but not limited to include: Dark Tourism; Sex Tourism; the Natural Disasters or; Human Resources in Hospitality. The presentation or paper should contain appropriate use of academic literature in combination with government statistics and other supporting materials related to your topic. Along with presentations, 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 partner’s contribution to the presentation.

Quizzes (25%)

There will be occasional quizzes throughout term related to the readings. If all quizzes are completed a bonus of 2% will be given.

Final Exam (25%)

You will be tested on course content, readings and guest lecture materials in the form of a final exam. Students are responsible for ensuring that they are fully prepared for examinations by their attendance in lectures, reading, thinking about the course materials and note-taking. 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)

1. Welcome & Introducing International Tourism.
   a. VISAs' & Immigration

2. The importance of culture within the HTMT

3. Intercultural Communication

4. Managing diversity in the workplace – Latino Populations

5. Managing diversity in the workplace – Asian Populations

6. Managing diversity in the workplace – Middle Eastern & Caribbean Populations

8. International Marketing


10. Tourism Development in a Macroeconomics Environment


11. Presentations

12. Presentations

13. Legalities on the World Stage


15. The Future of International Tourism & Review

16. Final Exam
Global Tourism – Class Assignment
Strategic Direction

You are the C.O.O. of Marriott International. Using your readings, the attached prospectus and statistics, develop a set of three memos outlining the strategic direction (related to expansion locations) you believe Marriott should take addressed to the following constituencies: 1) Stock holders; 2) Corporate Management; and 3) Regional Management.

The stockholders memo should describe which location you think your investment dollars should go to enhance profitability.

The corporate management memo should: 1) consider the short, medium and long term goals of the company; 2) identify key growth markets; and 3) discuss strategies for maintaining profitability in established markets.

For the regional management memo you may choose any of the markets identified in the attached documents. The regional management memo should: 2) describe the potential of that market; and 2) outline why that market should be slated for expansion.

Please remember, these are professional documents. They need to be formatted like a proper memo and written in a manner that could be described as business-like. Each memo should only be a page to a page and a half long. The memos are due on Thursday at 2:00 PM.
Managing Global Tourism Assignment

You have been hired by the India Ministry of Tourism to create a report containing marketing strategy recommendations.

Data Management:

1. Open data set in Excel.
2. Clean the data.
3. Create a report outlining the major findings.
   a. Sections of the report are to include:
      i. Sample profile
      ii. Travel profile
      iii. Sample Perceptions of India
      iv. Recommendations
HTMT Career Strategy Assignment

One of the keys to life success is to assess at times where you have been, where you are now and where you are planning to go. The point of this assignment is to develop a plan in relation to meeting your career goals.

For this assignment you must:

1. Provide a current resume;
2. Develop a short term career strategy (one month to one year). This strategy will include;
   a. Occupational goals: Within the next year this is what I'd like to accomplish as far as my career is concerned;
   b. Education/training goals: This is what I'd like to have completed as far as education and training is concerned, i.e. taking a six month course, applying to graduate school;
3. Develop a longer term career strategy (one year to five years)
   a. Occupational goals: Within the next five years this is what I'd like to accomplish as far as my career is concerned;
   b. Education/training goals: Within the next five years this is the education/training I want to have completed, i.e. complete college or graduate school; become certified in my chosen field;
4. Develop a personal SWOT Analysis addressing these key points;
   a. What are your current personal strengths in relation to achieving your longer term career goals?
      i. What are you currently doing to enhance these skills?
   b. What are your current personal weaknesses in relation to achieving your longer term career goals?
      i. What are you currently doing to address these weaknesses?
   c. Who can help you achieve your career goals?
      i. What have you done or could do to foster those relationships?
      ii. What have you done or could do to develop a more comprehensive network?
   d. What market forces could prevent you from achieving your career goals?
      i. What secondary skills have you developed in case your first career path is blocked?
Case Study – Drugs, Ethics & Tourism

Issue One:

US eases its restrictions on prescription drugs from Canada
The US government has eased restrictions on its citizens importing prescribed drugs from outside the country, after intensive lobbying by patients' groups demanding access to lower cost prescription drugs from Canada.

Although it is still illegal generally to import drugs from Canada or any other country into the United States, US consumers who buy small quantities of prescription drugs in person, through the internet or by mail order, for their personal use will no longer have to worry about their drugs being seized at the border.

In late September the US Congress agreed to allow US citizens visiting Canada to buy and bring back legally a 90 day supply of prescription drugs for personal use. Earlier this month President Bush signed an amendment in the Homeland Security Appropriations Bill enacting this legislative change.

For years US citizens living close to the Canadian border have crossed into Canada to buy prescription drugs. Canadian prescription drugs are usually cheaper than US drugs, mainly because the Canadian government regulates drug prices.

The Ontario Pharmacists’ Association expressed concern that the relaxed enforcement measures in the US pose an “imminent” threat to Canada’s supply of drugs, compromising the health and safety of Canadians.

“We're back to a free for all for cross border drugs,” said Marc Kealey, the association’s chief executive officer. “We must warn unequivocally that bulk importation would quickly deplete the Canadian drug supply and cause a crisis in drug availability for Canadians—in one credible US analysis, within 38 days.”

Issue Two:

You are the General Manager of a five star hotel. You have found out that your concierge has been supplying your ‘rock star’ clients with illicit drugs during their stays. The band managers you have talked to say this is one of the reasons why the bands choose to stay at this hotel. Your concierge is making thousands of dollars in kick-backs and tips as a result.

Issue Three:

You are a hotel General Manager. You suspect that your night auditor is taking drugs to get through his shift. Your hotel has a drug-testing policy but it is only typically used for new hires. The night auditor is the only staff person you have on after mid-night and is in charge during that time of maintaining the well being of the guests and the property.
Gaze Questions

1. Define the Gaze?
   a. How is the gaze socially constructed?
   b. How does it change over time?
2. What is the difference between virtual, imaginative and corporeal travel?
3. What is tourism reflexivity?
4. What is the ‘economy of signs’?
   a. How can we commoditize culture?
5. What is a Sensescape?
   a. What role does technology play?
6. Reconstructed ethnicity or staged authenticity.
   a. What is cultural evolution versus stage authenticity?
7. Is the gaze an issue for tourism management? Why or why not?
8. What responsibility does the visitor have in relation to the gaze?
9. What responsibility does a local population have for the gaze?
10. Is the concept of the gaze anti-utopian?
HTMT 360 – Managing Global Tourism
Cross Cultural Assignment

Purpose

The purpose of this assignment is to gain a greater understanding of business practices from across the globe.

Instructions

1. Form a group of three
2. Each group will choose a country from the list below and deliver a 10 – 15 minute presentation on conducting business in that nation (only one country per group).
3. The presentations should focus on three areas:
   a. Normal business practices in that nation;
      i. Specifically in relation to communication styles;
      ii. Time styles; and
      iii. Relationship preferences;
   b. Workplace traditions and customs; and
   c. Services USA hospitality service providers should provide for business travelers from these nations.
      i. This information is not explicitly in the assigned chapter.
4. Presentations will begin next Tuesday.

Countries

<table>
<thead>
<tr>
<th>1. Mexico</th>
<th>2. Thailand</th>
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<tbody>
<tr>
<td>3. Switzerland</td>
<td>4. Sudan</td>
</tr>
<tr>
<td>5. Chile</td>
<td>6. Dominican Republic</td>
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<td>7. Costa Rica</td>
<td>8. Czech Republic</td>
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<tr>
<td>9. Israel</td>
<td>10. Sweden</td>
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<td>11. Saudi Arabia</td>
<td>12. Iceland</td>
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<td>15. India</td>
<td>16. Spain</td>
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<tr>
<td>17. China</td>
<td>18. Pakistan</td>
</tr>
<tr>
<td>21. Indonesia</td>
<td>22. South Africa</td>
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</tbody>
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Presentation Dates

September 16th, 21st, 23rd.
1. Read the chapter entitled, *The industry, lies, damned lies and sustainability* and answer the following question (remember to refer back to the article for evidence to support your position): Where does sustainability fit into tourism development?

2. Watch the video, *The struggle for sustainable tourism: an Ecuadorian case study* and answer the following questions.
   a. Why did the community turn to tourism?
   b. How did the proponents of this idea 'sell' the concept to the locals?
   c. How did this change affect the community as a whole?
   d. What kind of programs were required to ensure the community was able to enter into the tourism market place?
   e. What happens if the industry succeeds?
Final Exam

Department of Hospitality and Tourism Management
College of Charleston
HTMT 360
Managing Global Tourism

NAME: __________________________________________

WORTH: 25% of final grade.

INSTRUCTIONS

Take Home – You must personally hand in your exam at the beginning of the scheduled exam time. You may hand in your exam early but you must hand deliver the test to the instructor. The instructor will NOT accept emailed or mailed take home exams. Late hand-ins will result in a minimum of 10% to a maximum of 50% penalty to be determined by the instructor.

This exam is to be individually completed (although you may have someone proof read for grammar and spelling). Students who work together will be treated as cheating and if caught will be punished as per College of Charleston regulations.

The paper is to be written double space using a 12 point Times New Roman or Arial font. Please proof read your answers. Grammar and spelling will be taken into account. Please start each answer on a new page.

Answer FIVE of the following questions (10*5 = 50 Points). Please limit your answers to approximately 350 words for each question.

1. What is the ‘tourist gaze’? Why is understanding the ‘tourist gaze’ important for tourism managers?

2. Describe three considerations which must be made when hiring a foreign worker.

3. What is sustainable tourism? Is sustainability in the tourism industry an oxymoron? Why or why not?

4. What are two emerging international tourism trends? How will these trends affect the U.S. tourism industry by 2020?

5. What is meant by a ‘wardrobe of signs’? Why is the ability to recognize various communication patterns across cultures important for tourism managers?

6. Define strategic thinking. Why is the ability to think strategically critical in hospitality management?

*Bonus Point – I completed a course evaluation: ________