



Department of Marketing, Entrepreneurship, Hospitality & Tourism
HTM 102 01 – Introduction to Tourism and Hospitality
CRN: 11554
SPRING 2023
Asynchronous Online

Instructor: Michael Edward Sloan
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COURSE DESCRIPTION:

An introductory course covering the international scope of the tourism industry through the business lens. Students will be introduced to the traveling public, tourism promoters, tourism service suppliers, and tourism's external environment. Specific attention is focused on the challenges within tourism marketing, tourism intermediaries, tourism technology, transportation, accommodations, food and beverage, attractions and entertainment, destinations, and sustainability.

Class Materials:

Textbook: TOURISM: The Business of Hospitality and Travel
6th Edition, ©2018
Roy A. Cook, Cathy H.C. Hsu, Lorraine L. Taylor
ISBN: 9780134484488

Student Learning Outcomes:

- Upon successful completion of this course, students will be able to:
- Identify major components of the hospitality and tourism industry; explore roles of each and its inter-relatedness.
- Describe kinds of operations, organizations, and management practices in the industry.
- Identify and describe career opportunities in the hospitality and tourism industry and explore an individual career plan.
- Distinguish the differences in ownership formats in the hospitality businesses, including franchising, contracted, sole-proprietorship, partnerships, and corporations.
- Develop the service perspective necessary for success in the industry.
- Analyze current and future trends and their impact on the tourism and hospitality industry.
- Understand the principles of modern business and organizational practices in the fields of Tourism and Hospitality.

- Demonstrate critical thinking through the application of analytical tools and techniques for problem solving and decision making in the fields of Tourism and Hospitality.
- Communicate and interact effectively with individuals and groups as necessary for a career in the fields of Tourism and Hospitality.
- Articulate the skills required and career options available in the dynamic and complex fields of Tourism and Hospitality.

Assignment Policies:

All assignments are to be submitted no later than the date and time indicated for each assignment. A penalty for late submittal of any assignment is to be determined.

Case Study Projects (100 Total Points):

Students will review four (4) selected case studies. Students will then submit a written response to the questions associated with each one of the case studies. (See the Tentative Case Study Assignment Schedule listed below).

Chapter Tests (750 points):

This class is designed to expose students to the various aspects of Tourism and Hospitality. The student is to read the required textbook. Through this and other assignments, the student will demonstrate his/her understanding about the topics covered and how to discuss these issues with varying audiences.

Final Exam (150 total points):

There will be a final comprehensive exam this semester. Exam questions will be based on the material covered in the readings.

Grading:

Points	Description
100	Case Studies
750	Chapter Tests
150	Final Exam
1000	Total Points Available

LETTER POINTS

A	1000 – 930	D+	699 – 670
A-	929 – 900	D	669 – 630
B+	899 – 870	D-	629 – 600
B	869 – 830	F	599 - 0
B-	829 – 800		
C+	799 – 770		
C	769 – 730		
C-	729 – 700		

Textbook Chapter & Chapter Test Schedule

Wk. #	Week of	Topic	Due Date
1	9 JAN	<i>Course Introduction</i>	
2	16 JAN	1. Introducing the World's Largest Industry, Tourism	22 JAN
3	23 JAN	2. Marketing to the Traveling Public	29 JAN
4	30 JAN	3. Delivering Quality Tourism Services	5 FEB
5	6 FEB	4. Bringing Travelers and Tourism Service Suppliers Together	12 FEB
6	13 FEB	5. Capturing Technology's Competitive Advantages	19 FEB
7	20 FEB	6. Transportation	26 FEB
8	27 FEB	7. Accommodations	5 MAR
9	6 MAR	8. Food and Beverage	12 MAR
10	13 MAR	9. Attractions and Entertainment	19 MAR
11	20 MAR	10. Destinations	26 MAR
12	27 MAR	11. Economic and Political Impacts of Tourism	2 APR
13	3 APR	12. Environmental and Social/Cultural Impacts of Tourism	9 APR
14	10 APR	13. Sustaining Tourism's Benefits 14. The Future of Tourism	16 APR
15	17 APR	Review	23 APR
16	24 APR	Final Exam - Online	No Later Than 11:59 PM Sunday 30 APR 2022

Case Study Assignment Schedule

Wk. #	Week of	Topic	Due Date
1	9 JAN		
2	16 JAN		22 JAN
3	23 JAN		29 JAN
4	30 JAN	Case Study #1 Online Travel Agencies in Hotel Distribution	5 FEB
5	6 FEB		12 FEB
6	13 FEB		19 FEB
7	20 FEB	Case Study #2 Creative Digital Marketing Campaigns for Hospitality and Tourism Organizations	26 FEB
8	27 FEB		5 MAR
9	6 MAR		12 MAR
10	13 MAR	Case Study #3 National Hockey League Scores Big with New Sustainability Program	19 MAR
11	20 MAR		26 MAR
12	27 MAR		2 APR
13	3 APR	Case Study #4 A Visit with the Bajo People of Indonesia: Is This Sustainable Tourism?	9 APR
14	10 APR		16 APR
15	17 APR		23 APR
16	24 APR		

COVID 19 Protocol:

As we return for spring 2023, please uphold UNCG's culture of care to limit the spread of covid-19 and other airborne illnesses. These actions include, but are not limited to:

- Engaging in proper hand-washing hygiene
- Self-monitoring for symptoms of Covid-19
- Staying home when ill
- Complying with directions from health care providers or public health officials to isolate if ill
- Completing a [self-report](#) when experiencing Covid-19 symptoms or testing positive for Covid-19
- Following the CDC's [exposure guidelines](#) when exposed to someone who has tested positive for Covid-19
- Staying informed about the University's policies and announcements via the [Covid-19](#) website

Health and Wellness:

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Academic Accommodations:

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling 336-334-544 or visiting them in Suite 215, EUC.

Academic Integrity:

You are expected to be familiar with and adhere to the Academic Integrity Policy. The policy can be found on the Web at: <http://academicintegrity.uncg.edu/complete/>. The policy is founded on five main principles: honesty; trust; fairness; respect; and responsibility. Responsibility for academic integrity lies with individual students and faculty members of the academic community. Violations of academic integrity include cheating, plagiarism, misuse of academic resources, falsification, and facilitation of academic integrity violations. You are responsible for the academic integrity of any paper, project, or assignment that has your name attached to it.