University of North Texas at Dallas
Spring 2017 – HMGT 4900-011
SYLLABUS for Special Problems – Tourism Industry

	Department of	Hospitality Management		School of	Business

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Office Hours:	Monday 5-7pm and Online

Classroom Location:	FH 241 and Online
Class Meeting Days & Times:	Monday 7-10pm and Online

Course Catalog Description:	The course will provide students with an overview of the tourism industry. Topics covered in this course are the history of tourism, careers in tourism, cycles of tourism, tourism relationship with other hospitality industries, and much more.

Prerequisites:	
Required Text:	Cook, R.A, Hsu, C.H.C., & Marqua, J.J. (2014). Tourism: The Business of Hospitality and Travel. 5th Edition. Pearson Publishing.
Access to Learning Resources:	UNT Dallas Library: phone: (972) 780-1616 web: http://www.untdallas.edu/library email: library@untdallas.edu UNT Dallas Bookstore: phone: (972) 780-3652 web: http://www.untdallas.edu/bookstore e-mail: untdallas@bkstr.com

Course Goals or Overview: The goals of this course are as follows -

	Learning Objectives/Outcomes: At the end of this course, students will be able to:
1	Demonstrate an understanding of the history of tourism and tourism's relationship with hospitality
2	Analyze tourism patterns and develop strategies to maximize profit from these patterns
3	Identify possible tourists for an organization by thinking in a global perspective
4	Measure and forecast demand of tourism for specific destinations
5	Determine environmental impact of tourism and develop sustainable solutions
6	Classify tourism segments for purposes of marketing and future trends

Online/Hybrid Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Schedule	Week	Topic	Class	Assignment Due
Jan. 23	1	Ch. 1 Introducing the World's Largest Industry	In Class	
Jan. 30	2	Ch. 2 Marketing to the Traveling Public	Online	Q1, Q2
Feb. 6	3	Ch. 3 Delivering Quality Tourism Service	Online	Q3, CD1
Feb. 13	4	Ch. 4 Bringing Travelers and Tourism Service Suppliers Together	Online	Q4
Feb. 20	5	Ch. 5 Capturing Technology's Competitive Advantage	Online	Q5, CD2
Feb. 27	6	Ch. 6 Transportation and Ch. 7 Accommodations	In Class	Q6 and Q7
Mar. 6	7	Midterm (Ch. 1-7)	Online	
Mar. 13	8	Spring Break	No Class	
Mar. 20	9	Ch.8 Food and Beverage and Ch. 9 Attractions and Entertainment	In Class	Q8 and Q9
Mar. 27	10	Ch. 10 Destinations	Online	Q10, CD3
Apr. 3	11	Guest Speaker	In Class	GSR1
Apr. 10	12	Ch. 11 Economic and Political Impacts of Tourism	Online	Q11, CD4
Apr. 17	13	Ch. 12 Environmental and Social/Cultural Impacts of Tourism and Ch. 13 Sustaining Tourism Benefits	Online	Q12 and Q13
Apr. 24	14	Ch. 14 The Future of Tourism	Online	Q14, Project
May 1	15	Presentations	In Class	
TBD	16	Final Ch. (8-14)	Online	

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Case Studies/Discussion Questions
   The professor will select 4 case studies/sets of Discussion Questions for the students to review this semester. Case studies/Discussion Questions will correlate with the current topics in tourism industry and management. Each student will be required to answer the questions following the case study or discussion questions. Proper grammar is expected.

Project/Presentation
   Students will be asked to complete a project this semester and present their findings. The project will require the student to select an organization or city, identify a potential tourist group, develop a plan to market to the new tourists, and strategically implement an action plan for the organization or city to handle the new demand of tourism.

Midterm/Final
 There will be two tests given this semester, a midterm and a final. The tests will cover both material from the assigned book readings as well as the lectures discussed in class. Tests will consist of multiple choice, true/false, short answer, and essay questions.

Quizzes
   There will be a total of 20 quizzes given throughout the semester. Each student is responsible for reading the chapter and then taking the quiz before the due date. Quizzes will be administered on the course tool Black Board. Questions will be multiple choice and true/false.

Guest Speaker Reflection Paper
   There will be one guest speaker this semester. It is mandatory that you attend this class. After the speaker is done, students will be required to write a reflection paper on what they learned from the guest speaker. The paper

should be 1 to 3 pages long. There should be a summary of the speaker's talking points, what the students learned, and anything they might have disagreed with.

Grading Matrix:

Activities/Assignments	Value (percentages)
Quizzes (14 @ 1pt each)	14
Case Studies/Discussion ?'s (4 @ 5pts each)	20
Midterm	15
Final	15
Project	15
Presentation	15
Guest Speaker Reflection	6
Total:	**100%**

Grade Determination
A = 90% or better
B = 80 – 89 %
C = 70 – 79 %
D = 60 – 69 %
F = less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance):

Chapter 7(7.004) Disability Accommodations for Students

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or at Building 2, room 204.

Blackboard Learn Accessibility Statement:
University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. Blackboard Learn course management system's accessibility statement is also provided: http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Course Evaluation Policy:

Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: (According to the instructor's discretion while working in concert with the division/program's guidelines).

Exam Policy: (Online exams and the ability to retake is solely at the instructor's discretion). NOTE: Online exams may be proctored on campus per instructor's discretion.

Academic Integrity:
Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at
http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf
for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom Policies

Online Attendance and Participation:

The University attendance policy is in effect for this course. Class attendance in the Blackboard classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency. .

Attendance for this online or hybrid course is considered when you are logged in and active in Blackboard, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to
http://www.untdallas.edu/registrar for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course

Inclement Weather and Online Classes: Online classes may or may not be effected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Online "Netiquette:
In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to the Student Code of Student Rights Responsibilities and Conduct at http://www.untdallas.edu/osa/policies. Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

Diversity/Tolerance Policy:
Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

Technology Requirements: In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements.

Blackboard Learn 9.1 is the platform software for this course. Blackboard Learn supports major web browsers such as Windows Internet Explorer, Apple Safari, Mozilla Firefox, and Google Chrome. However, since the latter two are updated continually, some recent versions may not be compatible. If you experience difficulty accessing or using components of the course, try using Internet Explorer. Also, no matter what browser you use, always enable pop-ups. For more information see:

- http://www.untdallas.edu/dlit/ecampus/requirements
- https://blackboard.secure.force.com/publickbarticleview?id=kAB700000008Oom
- https://learn.unt.edu/bbcswebdav/institution/BrowserCheck/check_full.html