



HTM-4170
Marketing in the Hospitality and Tourism Industry
Winter Semester, 2014



Professor: Dr. HS Chris Choi
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Office Hours: by appointment

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TA: Yi (Garnett) Xie, Master student
Class schedule: Wednesday, 8:30 – 11:20 a.m.

Class room: Alex #218

Course Overview

In this course, we will build upon your knowledge of tourism by analyzing the social, political and economic impacts of tourism globally, and assessing the trends that shape the various sectors of the industry in the major regions of the world. Students will develop an awareness of the global dimensions of tourism and hospitality, the patterns of international tourism flows, regional developments and marketing implications through readings, lectures, case studies and presentations.

Course Objectives:

To build an understanding of:

- Major trends that influence international tourism;
- Global flows of tourism arrivals and expenditures;
- Patterns of development in tourism regions of the world;
- The future of major sectors of the tourism industry; and,
- Implications for tourism in the 21st century.

Recommended Textbooks:

Lockwood, A., & Medlik, S. (eds.) (2001). *Tourism and Hospitality in the 21st Century*. London, UK: Elsevier Science Ltd.

Additional readings are posted to Courselink.

Other resources

Sign up for the following services for international tourism news:

The Canadian Tourism Commission provides a news service that covers Canada:
<http://www.canadatourism.com/en/ctc/ctx/>

Hotels Online is North American, with some information about Commonwealth countries:
<http://www.hotel-online.com/>

News coverage from around the world:
<http://www.eturbonews.com>
<http://www.starktourism.com/>

Plus, test your regional geography at <http://www.lizardpoint.com/fun/geoquiz/>

Course Assessment

If at any time you feel that you were unfairly evaluated for the work you have completed, you are encouraged to contest and actively seek feedback as to reasons for lost points.

Assignment	Due Date	Format	Value
Trend Report	February 12	Individual	20 %
In class participation	On-going	Individual	15 %
One min. posting	On-going	Individual	5%
Sector Presentation	March 2 - 26 depending on topic	Group	20 %
Class Journal	every class; submit	Individual	10 %
Final Exam	TBA	Individual	30%

Class Evaluation

In-class Participation (15%)

You must participate in class in order to make the discussions interesting, insightful, and fun. However, there is no need to contribute in every session. Some of the best contributors are those who participate in a few sessions, but whose comments are always insightful and compelling. The key issue is one of quality, not quantity. Although most comments arise during the case discussions, participation during the lectures is also encouraged.

We should work together to make each class session a lively, stimulating, and intellectually rewarding venture in group learning. You are individually and collectively responsible to that end. Believe me, nobody (including me) wants to hear me ramble on endlessly about the course concepts without engaging in class discussion. The best classes are those that are highlighted by an interactive discussion

about the potential marketing opportunities that arise from course concepts or from case issues. As such, we are all co-producers of knowledge.

You will be rewarded by IT Bucks at any time during class. The IT bucks will be awarded to students who participate in class discussion. At the end of each class, the IT bucks awarded should return to me with their name on the back of the awarded IT Buck(s). If your participation has a greater value, you will get a bigger dollar value (e.g. 2 IT bucks). Your participation mark will be determined based on the accumulated IT bucks. A student leading a class discussion will earn 20 IT bucks.

1 - 8 Bucks = 1	56 - 63 Bucks = 9
9 - 16 Bucks = 2	64 - 71 Bucks = 10
17 - 24 Bucks = 3	72 - 79 Bucks = 11
25 - 32 Bucks = 4	80 - 87 Bucks = 12
33 - 40 Bucks = 6	88 - 95 Bucks = 13
41 - 48 Bucks = 7	96 - 103 Bucks = 14
48 - 55 Bucks = 8	104 + Bucks = 15

One Minute Postings (5%)

You will be asked to post your comments based on the following two questions:

1. What is one ‘muddiest’ point still remaining at the conclusion of today’s class?
2. Any other comments, suggestions, or questions?

This exercise will help the instructor monitor which concepts, issues and applications you feel you have mastered and which you feel are still unclear. Post your comments on every Wednesday after the class session and then you will earn 0.5% of the OMP mark. Students missing a class are not allowed to post their comments.

Trend Report (Individual Report 20%):

During the first week of classes, a number of major trends affecting the evolution of tourism in different regions of the world will be discussed. Students will choose one specific trend and research its importance, evolution and anticipated future impacts. Grades will recognize both the depth and breadth of the analysis. Good statistics must support statements.

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|--|-----------|
| • Description of trend | 4% |
| • Historic perspective (e.g. past 10 years) | 4% |
| • Breadth of impacts to date | 5% |
| • Anticipated future evolution and impacts (e.g. next 5 years) | 5% |
| • Sourcing and referencing | <u>2%</u> |
| | 20% |

Guidelines for preparing individual trend report:

Papers should be typed in Times New Roman, 12-pt font, double-spaced and free of spelling and grammatical errors. Length should be eight to ten pages for the trend report. Papers must be properly referenced using the APA referencing format. Up to 25% of the grade can be affected by an unprofessional presentation. Assignments are due on Feb. 12. Late submissions will be penalized (5% of grade per day late). BONUS: Best papers will have the opportunity to be published: <http://atrium.lib.uoguelph.ca/xmlui/handle/10214/2472>

Sector Presentation (Group 20%):

- On the first day of class, groups will be assigned a sector topic and presentation date.
- Each group member will decide which sub-sector they wish to research.
- Groups must discuss the presentation with the professor, and submit a draft presentation in advance of the class presentation.
- Each presentation should last 60 minutes. The group will be responsible for challenging and engaging the rest of the class in discussion.
- Each member of the group must take part in the presentation.
- Group members must submit a confidential peer evaluation on the day of the public presentation. A **peer evaluation form** will be provided.

Group Presentation:

- | | |
|---|-----------|
| • Macro overview of sector | 2% |
| • Summary of developments by sub-sector | 5% |
| • Current issues facing the sub-sectors | 5% |
| • Future projections | 5% |
| • Oral presentation and engagement | <u>3%</u> |
| | 20% |

Class Journal (10%):

- Please bring a small journal (e.g. diary size) to every class, to note your highlights from the assigned readings, and to record your reflections at the end of each class.
- During each class, there will be discussion of assigned readings, current events and their impacts on international tourism, to which all students are expected to contribute.
- You will grade your own journal and submit it on April 2 for assessment.

Final Exam (30%)

In accordance with University of Guelph exam policies and procedures, students are responsible for ensuring that they do not have a time conflict with examinations in other courses.

The final exam will be cumulative; with emphasis on material covered in the latter half of the semester. Students will be notified of the format, style, and location in advance.

Late Submission & Absence

For this class, there are two types of absences: excused and unexcused. Excused absences include absences due to religious observances, intercollegiate athletics, University student government, a death in the family, and *confirmed* medical illnesses. All other reasons for an absence (e.g., heavy snowfall, car problems, job interview, vacation, computer problems, cat stuck in tree, etc.) are considered unexcused absences (talk to me ASAP if you think you might miss class for whatever reason).

For excused absences: You or a family member should contact me within 48 hours (if possible) of the assignment due date to request an extension.

If you get sick, I'll need documentation.

For unexcused absences: turned in on the date due at the beginning of class (10% penalty each day it is late)

A few more things that will help the class run more smoothly:

- Please do not leave the room while the class is in progress, except in the case of necessity (e.g., emergency, nature call). Drinks are allowed in the classroom, but no food (it can be disruptive to your neighbors and also me – should I call on you.). **Turn off your cell phones before the start of class.** If you have a special need to have it on, please visit with me to discuss the matter.
- If it is foreseeable that you must leave class early (e.g., doctors appt.), please let me know ahead of time so that I will know this when you get up and walk out. (Preparing for another class or an exam for other courses is not a valid reason to leave my class early.)

GENERAL NOTES

- 1) All written work is to be professionally prepared and the following guidelines are to be followed where appropriate including:
 - typed and double spaced
 - free of typographical/spelling errors
 - sources properly cited (APA style)
 - stapled or bound
 - **turned in on the date due at the beginning of class (10% penalty each day it is late)**
 - include your name, due date and course number
 - Clarity of approach
 - Structure and organization
 - Logic and level of analysis
 - Focus
 - Support for your comments
 - Lack of grammatical and spelling errors
 - Comprehensiveness

Policies and Resources

1. Academic Consideration

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to

contact me to discuss their individualized needs for accommodations.

2. **Religious Holidays**

The University, and its employees, has an obligation to accommodate students who may need to miss scheduled class periods or exams due to religious obligations. Individuals who may require special accommodation on the basis of religious observance are requested to notify me in advance of the day or days that you may miss so that alternative arrangements may be made.

3. **Academic Misconduct**

The University of Guelph, the School of Hospitality and Tourism Management, and all of our instructors take the issue of academic misconduct very seriously. This is to say that even the mere suggestion of academic misconduct will be investigated.

Consequently, a student who risks academic misconduct jeopardizes his or her academic career. With this in mind, **it is the student's responsibility to understand clearly what is meant by academic misconduct and its ramifications.** The University has a clearly stated policy regarding it. The Graduate Calendar of the University of Guelph provides details on the issues surrounding academic misconduct and may be found at:

<http://www.uoguelph.ca/graduatestudies/calendar/genreg/genreg-am.shtml>

TENTATIVE COURSE SCHEDULE - HTM 4170

Please Note: This schedule may change.

Date	Topic	Readings
Jan 8	Introduction to course & form groups Growth & evolution of international tourism	UNWTO Global Tourism Chap. 1
Jan 15	Overview of tourism regions of the world	UNWTO Tourism Highlights 2012
Jan 22	HTM Career Day (1 hr class)	UNWTO Tourism Millennium Goals Discussion on group presentation/ session lecture
Jan 29	<i>Global Regions:</i> Caribbean, North and South America	Lockwood Chap. 12, 15 Knowles Pgs. 269-283
Feb 5	<i>Global Regions:</i> Africa and Asia Pacific	Lockwood Chap. 10 Knowles Pgs. 283-297
Feb 12	<i>Global Regions:</i> Europe, Middle East Trend Report due	Lockwood Chap. 13 Knowles Pgs. 297-314
Feb 19	Reading week	
Feb 26	<i>Trends, issues, implications:</i> Transportation (Airline & Train) Case discussion - TBA Sector Presentations begin	Group presentation #1 Case discussion
Mar 5	<i>Trends, issues, implications:</i> Attractions and Hospitality	Lockwood Chap. 17, 18 Group presentation #2
Mar 12	<i>Trends, issues, implications:</i> Cruising	Yeoman Chap. 12 Lockwood Chap. 19 Group presentation #3
Mar 19	<i>Trends, issues, implications:</i> Accommodation and Resorts	Yeoman Chap. 11 Lockwood Chap. 27 Group presentation #4
Mar 26	<i>Trends, issues, implications:</i> Travel Distribution: Agents, Operators, Guides	Lockwood Chap. 23, 24 Group presentation #5
Apr 2	<i>Trends, issues, implications:</i> National Tourism Offices and DMOs Submit Journal	Lockwood Chap. 25, 26 Group presentation #6
	Final Exam	Room tba

Class contract (2 IT bucks):

I received and have read the syllabus for HTM 4170 taught by Dr. Chris Choi and agree to abide by the policies written in it. I understand the policies of class attendance, dropping the course, academic honesty, and general class behavior and understand the consequences of failing to comply with these policies.

Date: _____

Name: _____

Signature: _____