HTM*4170
Marketing Strategy for Hospitality Managers
W [0.5 credit]

General Course Information

Instructor: Lianne Foti

Email   foti@uoguelph.ca
Office Location   MACS 303
Office Hours   Mondays 1:30pm -2:30pm and by appointment.
Department/School   School of Hospitality, Food & Tourism Management

Class Schedule: Wednesdays 2:30PM-5:50PM, MCKN, Room 342

Pre-requisites: HTM*2010, MCS*1000

Course Description

This course encourages students to develop a cross-cultural awareness of the dimensions and issues of tourism, and the trends that shape the various sectors of the industry in every region of the world. Students will gain knowledge of the social, political and economic impacts of tourism globally, the patterns of international travel, regional development and marketing implications.

Course Learning Outcomes

Upon successfully completing this course, you will:

Knowledge and Understanding:
1. Demonstrate an *understanding of the global tourism environment and trends driving its development in terms of arrivals and expenditures;*
2. *Demonstrate an understanding of the patterns of development in tourism regions;*
3. *Analyze and evaluate the various sectors that constitute the tourism industry in Canada and worldwide and their likely evolution throughout the 21st century;*

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Discipline/Professional and Transferable Skills:

4. *Apply data interpretation skills and the demonstrate the ability to read statistical tables and graphs*
5. *Display enhanced writing and presentation skills through a variety of critical and analytical assignments;*

Attitudes and Values:

6. *Show critical appreciation of the trends shaping our world as they pertain to tourism*
7. *Engage in collaboration and constructive criticism to help peers improve their own work.*

Indicative Content

Note: Almost every class will start with a discussion of current events. Please bring discussion topics to every class along with your analysis. These will be a part of your participation grade.

Date	Topics	Readings
Jan. 08/20	Introduction and course overview; formation of groups Definitions and trends in international tourism Major issues impacting tourism globally	
Jan. 15/20	Overview of international tourism, regions of the world, industrialized versus developing countries	*Tourism Towards 2030 / Global Overview* *Tourism 2020 Vision Vol. 7 Global Forecast and Profiles of Market Segments*
Jan. 23/20	Managing the cross-cultural environment in international tourism: • Cross–cultural fundamentals & communication • Current and future challenges & issues	
Jan. 29/20	Global Regions: North America and Europe	*Tourism 2020 Vision Vol. 2 Americas* *Tourism 2020 Vision Vol. 4 Europe*
Feb. 05/20	Global Regions: Asia Pacific	*Tourism 2020 Vision Vol. 3 East Asia & Pacific*

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Feb. 12/20	Global Regions: Africa and Middle East	*"Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods"* *Tourism 2020 Vision Vol. 1 Africa Tourism 2020 Vision Vol. 5 Middle East* Test
Feb. 19/20	Winter Study Break -NO CLASSES SCHEDULED	
Feb. 26/20	Trends, issues and strategic marketing: tourism destinations	
Mar. 04/20	Trends, issues and strategic marketing: lodging sector	
Mar. 11/20	Trends, issues and strategic marketing: food and service sector	
Mar. 18/20	Trends, issues and strategic marketing: transportation sector	
Mar. 25/20	Trends, issues and strategic marketing: travel trade and distribution	
Apr. 01/20		Test

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Course Assessment

			Learning Outcomes	Date
Assessment 1:	20%	Commentary on 2 papers	1, 2, 3, 4, 5, 6, 7	Feb. 08;email
Assessment 2:	30%	Trend Analysis	1,2,4,5,6	(Feb. 01 draft); Feb. 15, dropbox
Assessment 3:	25%	Sector Presentation	1, 2, 3, 4, 5, 7	Feb 26-Mar25; dropbox
Assessment 4:	10%	Tests	1,2,4,6	In class, as specified
Assessment 5:	15%	Participation	1,2,4,6,7	Throughout course
Total	**100%**			

Grading Policies

https://www.uoguelph.ca/registrar/calendars/undergraduate/current/

Submit assignments ELECTRONICALLY in **Word, spaced 1.5** through the Courselink dropbox, except for participation, by midnight of the day they are due. A penalty of 5% per day will apply to late assignments unless accompanied by a medical certificate. Please note that these policies are binding unless academic consideration is given to an individual student.

Course Policy regarding use of electronic devices and recording of lectures:

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

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Course Resources

Required Texts:

Readings can be found on Courselink or via link in the course outline.

These 2 books can be found on course reserve in the library:

1. Yeoman, I. (2012). 2040-tomorrow's tourism (Vol.55). Channel View Publications.
2. Knowles, T., Diamantis, D., & El-Mourhabi, J.B. (2004). *The globalization of tourism and hospitality: A strategic perspective.* Cengage Learning EMEA.

Other Resources:

Students are expected to read at least one major newspaper daily for developments that impact on the supply or demand of tourism, as well as sign up to at least two listservs that specialize in tourism news. Examples include:

- http://www.eturbonews.com/
- http://www.tourism-review.com/get_email_news.php
- Travelmole (and a whole series of newswires) http://www.travelmole.com/select_nwire.php?m_id=_rmv_rd~A&mpnlog=1&unsub=3#3
- Bulletin Le Globe Veilleur (in French) http://www.travelmole.com/select_nwire.php?m_id=_rmv_rd~A&mpnlog=1&unsub=3#3
- http://www.greenlodgingnews.com/
- http://www.hotelnewsresource.com/
- http://www.hospitalitynet.org/
- http://www.canadatourism.com/en/ctc/ctx/
- http://www.hotel-online.com/
- https://skift.com/
- http://www.starktourism.com/

Most of these websites also have archives and are searchable.

Course Assessment

Trend Analysis:
During the first two weeks of class, 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.
- Description of trend 5%
- Historic perspective (e.g. past 10 years) 5%
- Breadth of impacts to date 5%
- Anticipated future evolution and impacts (e.g. next 5 years) 5%
- Grammar, spelling and presentation 5%
- Sourcing and referencing 5%

Guidelines for preparing individual trend report:

Papers should be typed in Times New Roman, 12-pt font, 1.5-spaced and free of spelling and grammatical errors. Length should be eight to 10 pages (max!) 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. The draft of the assignment is due on Feb 1st. Late submissions will be penalized (5% of grade per day late).

Guidelines for grading trend reports:

Each student will be assigned two reports to grade using the above table. Grades will be given for the thoughtfulness of constructive criticisms and corrections of spelling, grammar and referencing. Commentary is due February 08. Late submissions will be penalized (5% of grade per day late).

The final trend report is due Feb 15.

BONUS: Best papers will have the opportunity to be published:

http://atrium.lib.uoguelph.ca/xmlui/handle/10214/2472

Sector Presentation:

- By the second class, students will choose a sector topic.
- Students must discuss the presentation with the professor, and submit a draft presentation in advance of the class presentation.

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- Each presentation should last about 45 minutes. The student will be responsible for challenging and engaging the rest of the class in discussion.

Presentation grading scheme:

- Macro overview of sector 2%
- Summary of the developments (past decade) in context 5%
- Current issues facing the sub-sector 5%
- Structural changes that are occurring 5%
- Projections for future developments 5%
- Oral presentation and engagement 3%

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: https://wellness.uoguelph.ca/accessibility/

Course Evaluation Information

Please refer to the Course and Instructor Evaluation Website

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, April 03, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08

Additional Course Information

Course instructors are allowed to use software to help in detecting plagiarism or unauthorized copying of student assignments. Plagiarism is one of the most common types of academic misconduct on our campus. Plagiarism involves students using the work, ideas and/or the exact wording of other people or sources without giving proper credit to others for the work, ideas and/or words in their papers. Students can unintentionally commit misconduct because they do not know how to reference outside sources properly or because they don't check their work carefully enough before handing it in. Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

In this course, your instructor will be using Turnitin.com to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to prevent plagiarism in the College of Social and Applied Human Sciences.

A major benefit of using Turnitin is that students will be able to educate and empower themselves in preventing misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment.

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