

Section 1 - Approvals**Approvals**Name of Proposal: **HTM 270**Submitted by: **David Preece** Signature: _____

Date: October 18, 2010

Procedure	Recommendation/Signature	Date
Faculty Vote: For 3, Against 0, Abstain 0, Absent 0		
1. Approved by Department	Signature: Chair: Jeffery Caneen	
2. Approved by College	Signature: Dean: Glade Tew	
3. Reviewed by LAS (if new resources are requested)	Signature: No new resources	
4. Approved by General Education (if any GE course is affected)	Signature: Not applicable	
5. Approved by University Curriculum Committee	Signature: UCC: Douglas Bates	
6. Approved by Academic Council	Signature: AVP: Max Checketts	
7. Approved by the President's Council (for new programs)	Signature: Not applicable	

Section 2 – Overview (Support)

Summary: This is a proposal to alter the name and description of HTM 270. This course has been in the curriculum for many years and has, over time, evolved in response to changes in the hospitality industry. The proposed title and description are more in keeping with the current focus and content of the course.

Section 4 - Course Proposal (core)

Upon approval, the information presented on this course proposal sheet will become binding on the department and the university. Any material changes require a new course proposal.

Effective Date: Immediately Upon Approval

College: College of Business, Computing and Government

Course Prefix: HTM

Course Number: 270

Full Title: Destination Management and Marketing

Short Title (for Transcript, 30-char max): Destination Mgmt & Mktg

Catalog Entry (50-word recommended maximum): Comprehensive perspective on global tourism with emphasis on destinations: key industry role; sustainable development/management; effective selling/marketing. Students learn important destination leadership concepts and management practices: tourism branding/planning; convention/meeting sales; leisure travel promotion; partnering with airlines, hotels, attractions; effective relationship management with key public/private constituents. Guest speakers and field trips to enhance classroom presentations.

Prerequisites: BUSM 180

Learning Objectives:

SLO 1: Students will learn, understand and be able to apply to real-world situations the basic principles and vocabulary of managing and marketing destinations.

SLO 2: Students will learn the importance of strategic planning, effective partnership, and superb relationship management in being a successful destination manager and marketer.

SLO 3: Students will enhance critical thinking and problem solving skills.

SLO 4: Students will enhance their oral communication skills.

Assessment Methods:

SLO 1: Students will learn, understand and be able to apply to real-world situations the basic principles and vocabulary of managing and marketing destinations.

Learning Activities. All class preparation, in-class discussions, assignments and projects will be designed to teach basic principles and vocabulary and allow students to apply them in real-world situations.

Assessment. Students will have an opportunity to demonstrate their understanding of basic principles and vocabulary through end-of-module assignments, field trip reports and exams.

- End-of-Module Assignments. The course is divided into three modules. At the end of each module, students will be given assignments that will enable them to practice what they have learned and apply them to real-world problems. Each will be worth 100 points, for a total of 300 points.
- Field Trip Summaries. The class will take two field trips into Waikiki to see firsthand how the tourism destination industry plans, markets and operates. A brief written summary of the experience will be required and graded. Each report will be worth 100 points, for a total of 200 points.
- Exams. Three exams will be given during the course of the semester: two midterms and a final. The final exam will be cumulative, covering material learned throughout the

semester. The midterms will not be cumulative. The midterms will each be worth 100 points and the Final Exam will be worth 200 points.

SLO 2: Students will learn the importance of strategic planning, effective partnership, and superb relationship management in being a successful destination manager and marketer.

Learning Activities. Class presentations, materials and field trips will emphasize the increasing importance of smart and sustainable planning, outstanding marketing communications, cooperative promotion, effective selling, and building networks in the process of creating and managing a successful tourism destination.

Assessment. Students' understanding of this concept should be reflected in assignments and class discussions, and its inclusion will be a subjective factor in grading. Exams will also include content that tests the student's knowledge through the application of key principles.

SLO 3: Students will enhance critical thinking and problem solving skills.

Learning Activities. The end-of-module assignments will require critical thinking and problem solving. In addition, we will discuss a number of cases to help illustrate key concepts and give students an opportunity to think analytically about the problems and opportunities that face real companies. Students should be prepared to actively participate in case discussions.

Assessment. Students will be assessed on their participation and contribution during case discussions. Notes will be kept on who participates each day there are case discussions. Each student will be scored as follows:

- 5 points: Participated actively and made a strong contribution to the class discussion.
- 4 points: Made some comments and contributed to the class discussion.
- 3 points: Attended the class discussion, but gave very few, if any, comments.
- 0 points: Did not attend class.

At the end of the semester, the points will be compiled for case discussions and sharing day discussions (see SLO 4), then used in an overall assessment on a 100 point scale. See SLO 4 for a description of how semester scores on case and sharing day discussions will be given.

SLO 4: Students will enhance their oral communication skills.

Planning, marketing and sales are disciplines that require strong written and oral communication skills. This course should provide students with a number of opportunities to strengthen those skills. As mentioned, a number of cases will be discussed in class and students are expected to participate and make strong contributions to those class discussions. Second, for each module, a portion of one day will be devoted to students orally sharing their work from the end-of-module assignments.

Learning Activities. Sharing Work from Assignments. During the "Sharing Days" at the end of each module, students will share the work that they did on their assignments with other students in small groups. After discussing the assignments in small groups, students will be chosen at random to present the work that they did on their assignment with the entire class. Each student should be prepared to share his or own work in a simple and brief oral presentation.

Assessment: Students' participation and contribution to group and class discussion on each of the sharing days will be assessed in the same way that case discussion will be assessed. At the end of the semester, points will be compiled from both sharing day and case discussions, then used in an overall assessment on a 100 point scale as follows:

- 91-100 Consistently participated and made a strong contribution to case and sharing day discussions. Very obvious that they were well prepared for class discussions.
- 80-89 Fairly consistently participated and made reasonably strong contributions to case and sharing day discussions. Mostly obvious that they were well prepared for discussions.
- 70-79 Occasionally participated and made contributions to class discussions. Somewhat obvious that they were prepared for class discussions.
- 60-69 Occasionally participated, though they often seemed unprepared.
- 0-59 Little or no participation in case and sharing day discussions and/or fairly obvious that they weren't prepared.
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Immediately following this page, attach a sample syllabus if needed.

Following this page, attach PDF copies of the online catalog web pages that should change as a result of this proposal. Indicate the location of changes that should be made.

Hospitality and Tourism Management (HTM)

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Change Title to:
Destination Management
and Marketing

199R. Service Leadership Internship in Hospitality and Tourism (1-3) (F, W, Sp, Su)
Off-campus service learning. Activities related to the major and employment will be approved. Prior approval is necessary, a program coordinated by a faculty member and an on-site supervisor.

255. Properties Management (3) (1st, W) Provides a basic understanding of electrical, gas, and mechanical equipment used in the hotel and restaurant industry. Stresses the utilization of maintenance personnel for efficient operation. Sanitation and security systems analyzed.
(Prerequisite: BUSM 180)

270. Conventions/Meeting Planning (3) (F, Sp) Students learn how to handle all aspects of meeting planning, including site selection, timetables, negotiations with suppliers, budgeting, travel arrangements, etc. through exercises and activities. (Prerequisite: BUSM 180)

275. Rooms Division Operations (3) (1st, W) Organizational structure and front office positions. Reservation, registration and rooming process management, financial and policy control procedures, simulated training using computers. All departments. (Prerequisite: BUSM 180)

351. Food and Beverage Management (3) (1st, W) Pre-control methods, production control, control, and profit. (Prerequisites: BUSM 180, HTM 104)

390R. Special Studies in Hospitality and Tourism (1-3) (1st, F, W, Sp, Su)

399R. Internship in Hospitality and Tourism (1-3) (1st, F, W, Sp, Su) in hospitality and tourism. Prior approval is necessary, a program coordinated by a faculty member and an on-site supervisor.

404. Hospitality Financial Management (3) (1st, F, W, Sp, Su) Intensive labor and fixed asset industry management. (Prerequisites: BUSM 180, HTM 104)

440. Hospitality and Tourism Marketing (3) (F, W) Study of marketing practices and applications affecting the major decisions hospitality and tourism managers make addressing customer needs and opportunities in the global marketplace. (Prerequisites: BUSM 180)

450. Hospitality and Tourism Law and Ethics (3) (F, Sp) Study and understanding of the legal system, laws, and ethics with application to the hospitality, tourism, and travel industry.
(Prerequisites: BUSM 180)

485. Hospitality and Tourism Operations Management (3) (F, W) A capstone course designed to coordinate the various management functions learned in the previous classes into a workable approach to profitable hotel and restaurant operations. (Prerequisites: BUSM 180, HTM 404, BUSM 304/HTM 440)

495R. Independent Study (1-3) (1st, F, W, Sp, S) (As determined by student and faculty member.)

496R. Student Research (1-3) (1st, F, W, Sp, S) Supervised individual research for students who have been granted a student research and development associateship. (Required for all research associates)

Change Description to:

Comprehensive perspective on global tourism with emphasis on destinations: key industry role; sustainable development/management; effective selling/marketing. Students learn important destination leadership concepts and management practices: tourism branding/planning; convention/meeting sales; leisure travel promotion; partnering with airlines, hotels, attractions; effective relationship management with key public/private constituents. Guest speakers and field trips to enhance classroom presentations.