I. Course Description
This course will encompass the study of the cross-section of processes necessary to promote and manage community activities such as Convention and Visitor’s Bureau, Chamber of Commerce, festivals, events, and other venues.

II. Intended Learning Outcomes, Goals and Objectives
The mission of the College of Education is to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development. The goals of this course support the goals of the COE by:

- Preparing leaders in the Texas hospitality field.
  - As one of the largest industries in Texas, the hospitality industry needs competent and skilled leaders. Students will become familiar with the Texas travel and tourism industry in this course.

- Provide a variety of teaching venues incorporating the latest technologies to a range of diverse student interests, backgrounds and aspirations.
  - During this course each student will be exposed to a wide variety of guest speakers. I will strive to help each student understand their role in the travel and tourism industry, regardless of major or career goals.

- Collaborate with external partners to enhance students’ knowledge, skills, and dispositions, and to influence the ongoing exchange of ideas for mutual benefit.
  - Outside resources will be employed to enhance the curriculum of this course through the use of guest speakers, video and world wide web.

- Engage in outreach services.
  - Each student will have an opportunity to contribute to the travel and tourism field through service learning.

- Conduct research to advance knowledge and to contribute to the common good.
  - The final research paper/presentation should be the student’s original work and contribute to the understanding of current trends in the field of travel and tourism.

a. Program Learning Outcomes
- The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity and service) relative to the field of Human Science.
- The student will exhibit the *professional behavior* (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.
- The student will demonstrate competence in his/her specific discipline using oral and written forms.
- The student will calculate, interpret and understand key ratios, financial statements and budgets related to the hospitality industry.

b. Student Learning Outcomes
Upon successful completion of this course, the student will:

- Understand the role of Convention and Visitor’s Bureaus, Chambers of Commerce and other Destination Marketing Organizations in tourism and promotion.
- Explain the process of market strategy and research related to destination management and marketing.
- Identify key issues in domestic and global destination marketing and management, including public relations, crisis management and evaluation.
- Research major primary and secondary DMOs and present case studies.
- Design a successful destination marketing event for the public.

III. Course Assignments, Activities, and Instructional Strategies, use of Technology

Method of Instruction: This class will use a didactic format with class discussions, guest speakers, case studies and teamwork. Lectures, interactive class discussions and activities, visual media (power point, internet, etc.) group and individual assignments. Submitted assignments must be typed and include rubric when applicable. Assignment submission instructions will be given in class and within D2L. Points will be deducted not following instructions and late assignments. I will use D2L to post grades, notes, announcements and assignments. It is imperative that you check D2L multiple times throughout the week to stay informed with any course updates.

Assignments are due dates are posted in D2L. Late work will not be accepted. Should illness or other circumstances occur which prevents class attendance; the instructor must receive documentation from the Office of Student Rights & Responsibilities. Three days will be allowed for missed work; make-up work will not be accepted after that date. Absolutely no work or documentation of previous absences will be accepted during dead week or final exam week.

Use of Technology includes D2L, internet readings, assignments, and word processing. Course content will be delivered via class lectures, discussions, presentations, and assigned readings. Assignment instructions will be delivered in class; instructions and rubrics will be posted on the homepage. Neglecting to check the homepage is not a valid excuse for missing an assignment due date. Students should check their grade points at least once a week. Any discrepancies in points must be resolved within one week after assignment grades have been posted otherwise the posted grade points are considered final and will not be reviewed at a later date. Semester grade discrepancies will not be reviewed during dead week or final exam week. Completing an assignment does not automatically merit a grade of A. Average work will receive a grade of C. To receive a grade of B or A, student must go above and beyond basic requirements of the assignment.

IV. Evaluation and Assessment (Grading):

a. Reading Discussions/Guest Speaker Reflections 100 points

In an effort to motivate you to read the assigned material, you will be required to respond to discussion questions. These are not optional postings, and I expect EVERYONE to participate. There will be a total of five (5) discussion posts, worth 10 points each. You will also have four (5) Guest Speaker Reflections worth 10 points each.

b. Exams 200 points

There will be four exams given throughout the semester that will cover the material in your textbook, as well as information that has been presented in lecture and by special guest speakers. They are designed to gauge your progress toward mastering the assigned material.

Exams are to be taken on the assigned date. The exams will cover the material in your textbook as well as information that have been presented in lecture and guest speakers. They are designed to gauge your progress toward mastering the assigned material. There are NO MAKEUP EXAMS. Please make note of exam dates on the course calendar.
c. **Group Research Project** **100 points**  
Students will work in assigned teams to develop a response to a Request for Proposal (RFP); evaluate destination branding, itinerary development, marketing and management for an assigned proposal. Students will prepare a presentation for class discussion, as well as submit an in-depth report.

d. **Service Learning** **50 points**  
In order to prepare competent professionals for a global society the faculty of the hospitality program has implemented a service learning component across multiple courses. Students are required to sign up for APPROVED events outside of class time to fulfill this component. Hours will be documented by both the student and the approved site supervisor on the Service Hour Log Sheet located on the homepage of the course. Failure to complete a total of six hours of service learning, unprofessional behavior at the event, no shows, and/or removing your name after signing up will result in no points awarded. This is an “all or nothing” assignment. To receive credit, your completed Service Learning Log must be submitted under the Service Learning Log Assignment posted in Assignments in D2L not later than Thursday, April 25, 2018 by 11:30 pm.

Additional information will be given in class for specific event times and dates. **This service learning opportunity will expose students to the important cross-cutting themes within the Body of Knowledge of Human Sciences. These themes include: communication skills, critical thinking, diversity, global perspectives, professionalism, independence and community development.**

e. **Attendance** **50 points**  
Learning is reciprocal; your participation in the class is essential to the instructional process and will be a factor in the determination of your final grade. Regular and punctual attendance at all scheduled classes is expected. Attendance is critical to the course and will be taken during class; it is the student’s responsibility to personally sign the roll sheet every class period. Do not sign the attendance sheet for another student nor ask someone else to sign in for you. Signing a signature for another student is considered Academic Dishonesty; penalties for Academic Dishonesty may include, but are not limited to reprimand, failure of the course, or expulsion from the university.

Attendance is worth 50 points of your total grade. You are allowed **1 (one) “unexcused” absence** for the semester. This absence covers any type of need such as illness, weddings, car problems, family emergencies, and personal travel, etc. (excludes planned absences for SFA extracurricular functions – documentation is required). For an absence to be considered “excused”, the instructor must receive documentation from the Office of Student Rights & Responsibilities. If additional absences are incurred without official documentation from the Office of Student Rights & Responsibilities, **10 points** will be deducted from your attendance points total for each day you are not in attendance. If you exhaust your 50 points from unexcused absences, and continue to miss class, you will continue to lose points from your total points accrued in the class. In class activities cannot be made up.

Tardiness will result in total point deductions. Students are encouraged to be punctual out of courtesy for others, but also to ensure that they will not miss important announcements or be late for class discussion, activities, or tests.

Assignments are due at the beginning of class. Late work will not be accepted. Should illness or other circumstances occur which prevents class attendance; the instructor must receive documentation from the Office of Student Rights & Responsibilities. **Three days** will be allowed for missed work; make-up work will not be accepted after that date. Absolutely no
work or documentation of previous absences will be accepted during dead week or final exam week.

Any student having a planned absence for an SFA university function must notify the instructor in writing prior to the absence. It is the responsibility of the student to make arrangements for missed assignments before the absence occurs.

f. Grading Criteria
There is a total of 750 possible points to be earned from course assignments, discussions, exams, and projects. YOU impact your grade. The grade you receive is the grade you have earned.

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<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>500 - 450</td>
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<tr>
<td>B</td>
<td>449 - 400</td>
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<tr>
<td>C</td>
<td>399 - 350</td>
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<tr>
<td>D</td>
<td>349 - 300</td>
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<tr>
<td>F</td>
<td>299 - 0</td>
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</tbody>
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A grade of an A indicates excellent; B, good; C, average; D, passing; F, failure

Further explanation of assignments, grades, course progress will be discussed during office hours on an individual basis.

g. Evaluation of Students in the Hospitality Administration Program
Every student should not expect an 'A'. It is those that have a sound technical ability and the theoretical knowledge developed from course content, as well as maintaining the characteristics listed below that will earn the excellent grade.

- Student consistently goes above and beyond what is required
- Student displays strong initiative, contributes meaningfully to the course content, and is an enthusiastic learner.
- Student is open to constructive criticism, recognizes the need to develop one’s own knowledge base and displays the maturity to do so.
- Student has excellent verbal, written, and people skills.

Following these rules will help maximize the course experience for you and your classmates and are nonnegotiable.

- Although I may not take attendance daily, it is your responsibility to come to class, take notes, and find out what assignments you may have missed due to absences. Participation is extremely important to your success in this course.
- Arrive on time for class and expect to stay the entire class period.
- Read the assigned material and submit all required work on the day it is due. No late work is accepted.
- Participate in individual and group activities and discussions with full engagement.
- Treat everyone in the class with respect and courtesy.
- All students are expected to demonstrate professional behavior and use language appropriate for the classroom learning experience.
- Cell phones and other electronic devices should be turned off and put away during class time.

V. Tentative Course Outline/Calendar:
(This syllabus is subject to change. All changes will be announced in class and it is your responsibility to note them).
<table>
<thead>
<tr>
<th>Date</th>
<th>Tuesday</th>
<th>Thursday</th>
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</thead>
</table>
| January 16 – 18 | Introductions, Course expectations, Syllabus, Important Dates Service/Volunteer Hours e-portfolio assignment | Introduction to course  
* What is Destination marketing?  
* Why should we care about Destination Marketing?  
Chapter 1 The Study of Destination Marketing |
| January 23 – 25 | Chapter 2 Definition Chapter 3 Destination Marketing Organizations | Guest Speaker  
Kelly Daniel – Nacogdoches Chamber of Commerce  
Guest Speaker  
Sherry Morgan – Nacogdoches CVB |
| Jan 30 Feb 1  | Guest Speaker  
Terra Watkins  
Lufkin CVB | Guest Speakers  
Tyrler Convention and Visitors Bureau  
Shari Lee, Holly  
DUE: Reflection – K. Daniel, S. Morgan |
| February 6 – 8 | EXAM 1 Chapters 1,2,3 (50 points) | Chapter 4 Organization Structure  
Ch 5 DMO funding  
| February 13 – 15 | Chapter 6 The Role of Government Chapter 7 DMO roles  
DUE: Chapter 5 Discussion | Project Explanation  
Team Assignments |
| February 20 – 22 Wed, 21 | Project Planning  
Career Fair 1 – 4 Bonus | Project Planning |
| Feb /March 27 – 1 | Project Planning | Project Planning |
| March 6 – 8 | Project Planning | Chapter 8 Marketing Strategy Development  
Project Midterm Check (25 points) |
| March 13 - 17 | SPRING BREAK | |
| March 20 – 22 | Chapter 8 Marketing Strategy Development Exam Review | Exam 2  
Chapters 4, 5, 6, 7 8 (50 points) |
| March/April 27 – 29 | Houston Tourism Summit  
Class to Houston | EASTER BREAK |
| April 3 – 5 | Chapter 10 Destination Branding Breezy Lake-Wolfe | Chapter 11 Destination Image |
| April 10 – 12 | Chapter 12 Marketing  
DUE: Chapter 11 Discussion | Exam 3 Chapters 10, 11, 12  
DUE: Reflection B. Lake-Wolfe |
| April 17 – 19 | Chapter 13 – Target Markets | Chapter 14 – Marketing Communications |
| April 24 – 26 | Chapter 16 - Public Relations | Chapter 18 – Disasters and Crises  
DUE: Presentation |
| May 1 – 3 | Presentations (75 points)  
DUE: Chapter 16 Discussion | Presentations |
| May 8 | FINAL EXAM – Ch 13, 14, 16, 18  
10:30 – 12:30  
50 pts | |
VI. Readings (Required and recommended—including texts, websites, articles, etc.):

FEM Statement: FEM is not required in this course.
In this course you must purchase and activate the LiveText add-on, Field Experience Module (FEM), PRIOR to your first day of field experience/clinical teaching. Failure to purchase and activate the account and/or submit the required assignment(s) within the FEM system may result in course failure. FEM must be purchased from www.livetext.com for a fee of $18.00 for a multiple year subscription.

LiveText Statement:
This course collects assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education, using the LiveText data management system. Students who do not have an existing LiveText account will receive an access code via your SFA Titan email within the first week of class. You will be required to register your LiveText account, and you will be notified how to register your account. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails. If you have questions about LiveText, call ext. 1267 or e-mail SFALiveText@sfasu.edu.

VII. Course Evaluations:
Near the conclusion of the semester, you will have the opportunity to evaluate the course. Evaluation data is used for a variety of important purposes including: 1.) Course and program improvement, planning, and accreditation; 2.) Instruction evaluation purposes; and 3.) Making decisions on faculty tenure, promotion, pay, and retention. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information:
The following policies apply to all students enrolled in courses at Stephen F. Austin State University.

Class Attendance and Excused Absence: Policy 6.7
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences.

Attendance:
Learning is reciprocal; your participation in the class is essential to the instructional process and will be a factor in the determination of your final grade. Regular and punctual attendance at all scheduled classes is expected.
Attendance is critical to the course and will be taken during class; it is the student’s responsibility to personally sign the roll sheet every class period. **Do not sign the attendance sheet for another student nor ask someone else to sign in for you.**

Attendance is worth 50 points of your total grade. You are allowed **1 (one) “unexcused” absence** for the semester. This absence covers any type of need such as illness, weddings, car problems, family emergencies, and personal travel, etc. (excludes planned absences for SFA extracurricular functions – documentation is required). For an absence to be considered “excused”, the instructor must receive documentation from the Office of Student Rights & Responsibilities. If additional absences are incurred without official documentation from the Office of Student Rights & Responsibilities, **10 points** will be deducted from your attendance points total for each day you are not in attendance. If you exhaust your 50 points from unexcused absences, and continue to miss class, you will continue to lose points from your total points accrued in the class. In class activities cannot be made up.

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Any student having a planned absence for an SFA university function must notify the instructor **in writing prior to the absence.** It is the responsibility of the student to make arrangements for missed assignments before the absence occurs.

**Class participation:**
Class participation promotes a valuable learning environment and is therefore encouraged and expected. Participation includes asking questions (for clarification and better understanding), discussing current or controversial issues related to course content, exploring ideas or concepts, problem solving, and other exchanges of ideas. It is the student’s responsibility to read the material assigned in the class schedule prior to the class period to be able to participate effectively in class discussions and/or activities.

**Exam Policy:**
Exam dates and time are established by the university, and are not to be changed by the faculty. Please do not ask to change the exam dates or time. No caps or hats may be worn during the exam. Late student(s) will not be allowed to take the exam if a student has completed the test and left the room.

**Cell phones:**
Cell phones must be turned off and place out of sight during class. It is considered unprofessional and disrespectful to engage in text messaging, internet usage, and/or email while in class. Students who habitually violate this policy will be asked to leave the class.

**Students with Disabilities: Policy 6.1 and 6.6**
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or
auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Academic Dishonesty: Policy 4.1**
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.

**Penalties for Academic Dishonesty**
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

**Student Appeals**
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

**Withheld Grades: Policy 5.5**
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e. Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Student Code of Conduct: Policy 10.4**
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom.

Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at [https://www.sfasu.edu/judicial/earlyalert.asp](https://www.sfasu.edu/judicial/earlyalert.asp) or call the office at 936-468-2703.

**Additional Information:**
To complete Certification/Licensing Requirements in Texas related to public education and other professional settings, you will be required to:

1. Undergo criminal background checks for field or clinical experiences on public school campuses; the public school campuses are responsible for the criminal background check; YOU are responsible for completing the information form requesting the criminal background check. If you have a history of criminal activity, you may not be allowed to complete field or clinical experiences on public school campuses. At that point, you may want to reconsider your major while at SFASU.

2. Provide one of the following primary ID documents: passport, drivers license, state or providence ID cards, a national ID card, or military ID card to take the TExES exams (additional information available at www.texas.ets.org/registrationBulletin/). YOU must provide legal documentation to be allowed to take these mandated examinations that are related to certification/licensing requirements in Texas. If you do not have legal documentation, you may want to reconsider your major while at SFASU.

3. Successfully complete state mandated a fingerprint background check. If you have a history of criminal activity, you may want to reconsider your major while at SFASU.

For further information concerning this matter, contact Katie Snyder 936-468-1740 or snyderke1@sfasu.edu.

IX. Other Relevant Course Information:

- Please arrive on time for class and stay the entire class period. Do not pack up belongings before the conclusion of class. Read assigned chapters and readings BEFORE coming to class. Be prepared to participate and fully engage in class discussion. Eating, drinking, and use of tobacco products are prohibited in all classrooms and instructional laboratories unless these are part of the instructional process. Please turn off AND put away all cell phones, pagers, beepers, ipods, PDAs, radios, cd-players, etc. It is your responsibility to be prepared for class.
- Read chapters BEFORE class to enhance participation and contribute to the learning environment.