Instructor: Dr. Mary Olle  
Office: HMS N 106 B  
Office Phone: 936-468-1873  
Email: ollemary@sfasu.edu  
Email course correspondence through D2L;  
Response to emails will be within 24-48 hrs during regular work hours.  
Prerequisite: None

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.  
The hospitality administration program at Stephen F. Austin is poised to attract students, to enhance university visibility and to prepare students to compete in the 21st century. Specific objectives of the Hospitality Administration major are to:

- Deliver an academic program that attracts non-traditional students as well as traditional students seeking an education at Stephen F. Austin.
- Prepare individuals for entry-level employment in the vast hospitality industry.
- Meet needs of students desiring an academic area that prepares for multiple types of employment, flexible scheduling, and mobility.
- Provide industry with well-prepared, qualified personnel.

Course Justification:  
HMS 390 (TRVM 3370)  
Destination Management is a 3 credit hour lecture course taught in a 15-week period and is offered in the spring semester. According to the SFA policy 5.4, one-semester hour of credit is granted for 750 minutes of classroom instruction and 1500 minutes of outside of class student work. This course utilizes face-to-face instructions, online module lectures, and assignments, research projects related to the tourism management industry and presentations, power point projects, textbook reading, online chapter quizzes and exam, field trips, multiple guest speakers, and 6 hours of service learning requirements meeting the required classroom instruction and outside of class hourly requirements.  

James I. Perkins College of Education Diversity Statement is found at the following link: 
http://coe.sfasu.edu/about-us/

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):  
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.

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.

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. It 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 Community Standards. 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 90 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 discussion posts and in-class assignments, totaling 30 points. You will also have six (6) 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 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. Team 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 in Dropbox in D2L by the Due Date.

   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 Community Standards. If additional absences are incurred without official documentation from the Office of Community Standards, 5 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 Community Standards. 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.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>490 - 441</td>
</tr>
<tr>
<td>B</td>
<td>440 - 392</td>
</tr>
<tr>
<td>C</td>
<td>391 - 343</td>
</tr>
<tr>
<td>D</td>
<td>342 - 294</td>
</tr>
<tr>
<td>F</td>
<td>293 - 0</td>
</tr>
</tbody>
</table>

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>
</tr>
</thead>
<tbody>
<tr>
<td>January 16</td>
<td></td>
<td>Introductions, Course expectations, Syllabus, Important Dates</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Service/Volunteer Hours</td>
</tr>
<tr>
<td></td>
<td></td>
<td>e-portfolio assignment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Introduction to course</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• What is Destination marketing?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Why should we care about Destination Marketing?</td>
</tr>
<tr>
<td>January 21-23</td>
<td>Chapter 1 The Concepts of Destination Managing and Marketing Article Discussion</td>
<td>Chapter 2 Destination Planning</td>
</tr>
<tr>
<td>January 28-30</td>
<td>Chapter 3 Destination Marketing Planning</td>
<td></td>
</tr>
<tr>
<td>February 4-6</td>
<td>Newport, In Class Assignment (20 points) Review</td>
<td><strong>Class Does Not Meet</strong></td>
</tr>
<tr>
<td>February 11-13</td>
<td>Guest Speakers Kelly Augustine – Nac Chamber of Commerce Sherry Morgan – Nac CVB</td>
<td>EXAM 1 Chapters 1,2,3 (50 points)</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>DUE Discussion Post:</strong> Guest Speakers Reflection, Sunday, Feb 17 by 11:30 pm (20 points) 2 posts</td>
</tr>
<tr>
<td>February 18-20</td>
<td>Chapter 6 cont.</td>
<td>Chapter 5 Destination Product Development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 6 Destination Partnerships and Team Building</td>
</tr>
<tr>
<td>February 25-27</td>
<td>Guest Speaker Amy Mehaffey, Main Street Nacogdoches</td>
<td></td>
</tr>
<tr>
<td>March 3-5</td>
<td>Ch 8 cont. Review</td>
<td>Request for Proposal (RFP)</td>
</tr>
<tr>
<td></td>
<td><strong>DUE Discussion Post:</strong> Guest Speaker Reflection, Sunday, March 10 by 11:30 pm (10 points)</td>
<td>Project Explanation; Team Assignments</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Exam 2 Chapters 5, 6, 7, (50 points)</strong></td>
</tr>
</tbody>
</table>
VI. Readings (Required and recommended—including texts, websites, articles, etc.):

LiveText Statement:
This course uses the LiveText/Watermark data management system to collect critical 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. Students who do not have an existing LiveText/Watermark account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText/Watermark account, and you will be notified how to do this via email. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText/Watermark registration, please be sure to check your junk mail folder and your spam filter for these e-mails.
If you have questions about obtaining or registering your LiveText/Watermark account or any technical questions, call 936-468-7050 or e-mail LiveText@sfasu.edu. Failure to activate the
account and/or submit the required assignment(s) within the LiveText/Watermark system may result in course failure.

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 Community Standards. If additional absences are incurred without official documentation from the Office of Community Standards, 5 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.

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 placed 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/disabilitiesservices/.

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.

**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.