Welcome to the course!
Hi there, Jacks! I am excited to be your instructor and can’t wait to get to know you. Throughout the semester, we will be talking about your goals and career plans and strategies that will help you be successful. I hope that you will view me as part of your support team. In addition to teaching you research-based success strategies, I am here to help you plan for success, problem solve as needed, and celebrate successful experiences. My official office hours are listed below, but I’m more than happy to find a different day and time to meet. I believe that it’s really important for us to talk outside of class so please connect with me before or after class, stop by during office hours, email me (or make a virtual appointment). Please come and visit me!

What is this course all about?
Overview: 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.

Course Justification: In compliance with SFA Policy 5.4, this 3-credit course meets in-person twice weekly for 15-weeks for 75 minutes. In addition to the 150 minutes you spend in class, you should spend 300 minutes each week preparing for class. This includes reading and reviewing material from your assigned readings, notes, and instructor feedback, completing assignments, studying for exams, working on your destination project, participating in online discussions, or fulfilling your 6hr service-learning component.

Asynchronous Content: In addition to face-to-face instruction, this course includes asynchronous instruction, online engagement activities, career assessments, industry research, video content, group discussions, career exploration, skills practice, and reflection activities, including 28-attendance reflection posts (150-mins).

What book and other materials do I need?
Textbook: All textbooks and course materials for HAMG 1321 are FREE and accessible online. We will utilize selections from several open access (OA) textbooks and open educational resources (OER). Selected readings and resources will be posted in D2L.

Need Tech Support?
Contact the wizzes at the Helpdesk. 936-468-4357 | helpdesk@sfasu.edu | website
Questions specific to D2L or Zoom Support? Hit-up the amazing folks in the CTL. 936.468.1919 | d2l@sfasu.edu | website
What you will learn!

Student Learning Outcomes (SLOs) related to the field of Human Science and hospitality.

In TRVM 3370 you will be given opportunities to:

• **SLO1**: Understand the roles and changing responsibilities of domestic and global destination management and marketing organizations, including governmental agencies and Non-Governmental Organizations (NGOs): DMOs, DMCs, DxOs, CVBs, EDCs, and Chambers of Commerce.

• **SLO2**: Discuss key issues and current trends shaping destination management, including technology, globalization, sustainability, public relations, and crisis management.

• **SLO3**: Recognize the economic, socio-cultural, and environmental impacts of tourism & destination development.

• **SLO4**: Demonstrate an understanding of market strategy, research and consumer segmentation in destination development.

• **SLO5**: Research, identify and assess a destination’s tourism resources and readiness, including infrastructure, DMOs, funding, leadership, stakeholders, and natural, cultural, and commercial attractions.

• **SLO6**: Identify and explore various career opportunities available in destination marketing, management & development.

What you can accomplish!

Program Learning Outcomes (PLOs)
The hospitality administration program at Stephen F. Austin is poised to attract students, to enhance university visibility, and prepare students to compete in the 21st century.

Through your coursework, you will be given opportunities to demonstrate:

• **PLO1**: Resource Development: Identify appropriate technology use and sustainability practices in the hospitality industry.

• **PLO2**: Career Readiness: Exhibit professional image & behaviors: strong communication skills, preparedness, and work ethic.

• **PLO3**: Financial Metrics: Calculate, interpret, and demonstrate key ratios, financial statements, and budgets related to hospitality.

• **PLO4**: Service Aptitude: Demonstrate positive service aptitude through transformational experiences.

What to expect from me?

In this classroom, you’re not just a student; you’re my priority. Expect respect, understanding, and the occasional nudge. I’ll be your guide through challenges, your cheerleader in victories, and a believer in your potential, even on your off days. Remember, real growth often comes from the messy, unscripted moments. Textbooks don’t have all the answers, and the most valuable lessons may not come with a grade. Let’s ditch perfection and embrace the scrapes and lessons learned along the way.

What to expect from this course?

Technology, Tools, & Instructional Strategies:

**Instructional Strategies:**
Instruction includes face-to-face interactive lectures, open class discussions, and collaborative projects, as well as, self-guided research, individual inquiry, discovery, reflection, and portfolio activities. Students will be asked, individually and in groups, to answer questions, explain concepts, and provide examples, observations, and opinions. Course content will include reading materials, case studies, self-guided research, and hands-on experience.

**D2L/ Brightspace Learning Platform: Online & Open Access Tools**
D2L will serve as our secondary classroom. You will use D2L to access all course content, including, open access textbooks, assessments, rubrics, and other reading materials, PowerPoint lecture notes, assignments & instructions, videos, how-to guides, surveys, interactive/discussion tools, and other resources. D2L is also the place where you will record your attendance, submit assignments, take exams, receive and read assignment feedback, and email me with input, questions, or concerns.
Evaluations & Assessments

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Points</th>
<th>%</th>
<th>PLOs</th>
<th>SLOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-class Activities (28)</td>
<td>280</td>
<td>26%</td>
<td>1, 2, 3, 4</td>
<td>1, 2, 3, 4</td>
</tr>
<tr>
<td>Weekly Activities (12)</td>
<td>240</td>
<td>22%</td>
<td>1, 2, 3, 4</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Destination Project</td>
<td>200</td>
<td>18%</td>
<td>1, 2, 4</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Open Note Frizzes (3)</td>
<td>120</td>
<td>11%</td>
<td>1, 2, 3</td>
<td>1, 2, 3, 4</td>
</tr>
<tr>
<td>Post-course Review</td>
<td>85</td>
<td>8%</td>
<td>1, 2, 3</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Your Choice Activities (3)</td>
<td>75</td>
<td>7%</td>
<td>1, 2</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Service Learning</td>
<td>50</td>
<td>5%</td>
<td>2, 4</td>
<td>6</td>
</tr>
<tr>
<td>Service Aptitude Assessment</td>
<td>20</td>
<td>2%</td>
<td>2, 4</td>
<td></td>
</tr>
<tr>
<td>Pre-course Survey</td>
<td>20</td>
<td>2%</td>
<td>1, 2, 3</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Total</td>
<td>1090</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Performance Criteria*

<table>
<thead>
<tr>
<th>Points</th>
<th>%</th>
<th>Grade</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>975.5-1090</td>
<td>89-100%</td>
<td>A</td>
<td>excellent</td>
</tr>
<tr>
<td>866.5-974</td>
<td>79-89%</td>
<td>B</td>
<td>good</td>
</tr>
<tr>
<td>757.5-865</td>
<td>69-79%</td>
<td>C</td>
<td>average</td>
</tr>
<tr>
<td>648.5-756</td>
<td>59-69%</td>
<td>D</td>
<td>pass</td>
</tr>
<tr>
<td>under-648.5</td>
<td>0-59%</td>
<td>F</td>
<td>failure</td>
</tr>
</tbody>
</table>

Grading/Return Policy:
- Exams: 24-48hr turn-around;
- Attendance: See D2l Calendar
- Weekly Activities: 1-week after submission.
- Major Assignments: 2-weeks after submission.

*If you do not have a grade after 2-weeks contact me.

Tentative Course Outline

This is a tentative schedule. As the course progresses this schedule will change as needed. I want you to be successful; there will be no gotcha deadlines. Changes will be announced numerous times - in class and in D2l. Updates will be reflected in the calendar, checklists, & D2l newsfeed. All activities and deadlines are subject to change.

- **In-class Activities** will be given in class and are due each Sun at 11:59 pm.
- **Weekly Activities** are posted 5+ days in advance and are due Sun of the following week at 11:59 pm. (not the immediate Sun, the following Sun). *ex. if assigned the week of Jan 17 the due date is Sun, Jan 29 not Sun, Jan 22.*

<table>
<thead>
<tr>
<th>Wk</th>
<th>Tues</th>
<th>Topic</th>
<th>Thurs</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>No class</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1/17</td>
<td>Intros, Syllabus &amp; Expectations</td>
<td>1/19</td>
<td>Syllabus &amp; Expectations</td>
</tr>
<tr>
<td>3</td>
<td>1/24</td>
<td>Management &amp; Marketing</td>
<td>1/26</td>
<td>Tourism Supply</td>
</tr>
<tr>
<td>4</td>
<td>1/31</td>
<td>State of the Industry, Domestic &amp; Global Trends, Issues</td>
<td>2/2</td>
<td>Development Products</td>
</tr>
<tr>
<td>5</td>
<td>2/7</td>
<td>The Players: CVBs, DMO, DMCs, DxOs</td>
<td>2/9</td>
<td>Student Concerns</td>
</tr>
<tr>
<td>6</td>
<td>2/14</td>
<td>Target Audience, Market Segmentation</td>
<td>2/16</td>
<td>Consumer Sentiment/behavior</td>
</tr>
<tr>
<td>7</td>
<td>2/21</td>
<td>Structures, Partnerships, Leadership, Fundino</td>
<td>2/23</td>
<td>Field Trip CVB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>March 6-10 -- Spring Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>3/21</td>
<td>Guest Speaker: Kelly Augustine</td>
<td>3/23</td>
<td>Perception, Place-making, Storytelling</td>
</tr>
<tr>
<td>12</td>
<td>4/4</td>
<td>InstaTourism. influencer Marketing. imaeo develop</td>
<td>4/6</td>
<td>Easter Holiday</td>
</tr>
<tr>
<td>14</td>
<td>4/18</td>
<td>Marketing Communications/Tech/Distribution</td>
<td>4/20</td>
<td>Project Development</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td>May 1-5 -- Final Exam/ Project due</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What types of assignments will we do?
Assignments will be given to enhance your understanding of destination management, professional standards, best practices, trends, and real-world applications. All weekly assignments are due the following Sunday by 11:59 pm, unless stated in the D2l calendar.

28 In-class Activities Journal – 10pt a day, 280pts total (150 Asynchronous minutes)
- During class, you will have in-class activity or take-home prompt or reflection
- These are intended to gauge your participation and engagement (and track your attendance)
- After class, you will submit your activity in your D2l "In-class Activities Journal" (see D2l for details)
- Three freebie absences. Additional absences result in -10pts per day. (see attendance & absences for more details)
- In-class Activities are due each Sunday at midnight.

12+ Weekly Activities: 10-20pts each, 240pts total
- For each content area we cover in-class, you will be provided a selection of activities to choose from
- D2l Discussions and private reflections are a great way to explore your knowledge on specific topics.

Open Note Frizzes (quizzes): 4x, 30pts each, 120pts total
- Open-note quizzes administered in D2l. (these may be taken multiple times)
- Frizzes will be taken outside of class, at your own pace, and on your own time.
- Questions will be multiple choice with a sprinkling of true-or-false.
- Save your answers as you go. Don’t forget to hit submit.

Pre-course Survey 20pts (completion grade)
- At the beginning of the course you will take a blind survey over the course content – before reading or attending class.
- This is a completion grade. Incorrect answers are noted, but do not count against your score.

Post-course Review 85pts
- Open-note review of course content administered in D2l. (this may be taken only once)
- This will be taken outside of class, at your own pace, and on your own time.
  Questions will be multiple choice with a sprinkling of true-or-false.

Destination Project: 200pts total
From site selection and assessment to future product development - individual assignments will guide you through the fundamentals of destination development planning. Finally, you'll compile your work in one document with an Executive Summary & Situational Analysis.
- Site Selection Proposal Tourism Resources & Assets Inventory
- Overview of the Destination Branding & Marketing Assessment
- Infrastructure, Organizations, Leadership Missed Opportunities & Future Product Developments
- Stakeholders, Funding Model, & Economic Outlook Final Project with Executive Summary

Service Learning: 50pts (6-hours) See Service Learning List for Opportunities
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. (see pages 12-13 for additional details)
- You are required to sign-up for 6-hours of pre-APPROVED service events outside of class time to fulfill this component
- Hours should be documented by both the student and the approved site supervisor on the Service Hour Log Sheet
- TBA: Participation in the annual Derby Dinner Fundraiser may be required.
- Additional service learning opportunities (over 6-hrs) may be eligible for extra credit.

Extra Credit: Your Choice Activities: 25pts
- Up to 25pts: Sample Activity Options
Course Engagement and Responsibility:
Engaging actively is key to your success in this course. Stay updated with materials, interact with me and your peers, and utilize D2L resources. Your proactive involvement creates a dynamic, interesting, and meaningful learning experience for everyone.

Absence Etiquette:
Understandably, unforeseen circumstances may arise. I trust your responsibility and encourage you to proactively connect with classmates to catch up on notes and activities. This respects our shared learning space and allows me to focus on high-quality content and feedback for all. [Missed Class Limit: 5].

- Institutional Absences: Activities like pre-approved university events, academic obligations, or post-graduation career events are valid reasons for missing class. If you anticipate missing a session due to these reasons, you'll need to have it approved by your coach, sponsor, teacher at least 5 days in advance. Info on Intuitional absences can be found at HOP 04-110.

- Unforeseen Absences: For sudden emergencies, please complete the Dean of Students Office notification form. This includes situations like family bereavement, hospital admissions, personal emergencies, or official duties like jury duty.

Late Work and Extensions:
For unforeseen situations, a 24-hour grace period applies to late work (except exams). For documented absences exceeding the grace period, please request an extension before the deadline.

Extension Request Procedure:
If an extension is needed, email me before the deadline with the subject ‘Extension Request - [Assignment Name]’ and your proposed new deadline.

SFA Policies
Additional Info: Student Syllabus Resources & Handbook of Operating Procedures (HOP)

| 04-110 | Institutional Absences |
| 04-106 | Code of Student Conduct and Academic Integrity |
| 02-206 | Course Grades: Withheld Grades Semester Grades |
| 04-101 | Students with Disabilities and Disability Services: |
| 04-102 | Academic Probation, Suspension, and Reinstatement |
| 04-103 | Adding and Dropping Courses |
| 04-109 | Final Course Grade Appeals by Students |

Assistance & Services
Dean of Students Office
Office of Disability Services
Career & Professional Development
Academic Assistance & Resources
Mental & Emotional Health Resources

Need help now?
- Burke 24-hour crisis line: 800-392-8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 800-273-TALK (8255)
- Crisis Text Line: Text HELLO to 741-741
- Family Crisis Center of East Texas: 800-828-7233
- SFA Police: 936-468-2608

Don't struggle alone.
24/7 peer support is just a click away!
Join a free online community for students, by students.
Learn more & join!

financial woes? writing jitters? stress spirals?
Feeling overwhelmed? Visit the Lumberjack Wellness Network and get support for everything from A-Z.