



CIEE Global Institute – Copenhagen

Course name:	Tourism and Hospitality
Course number:	MGMT 2101 CPDK
Programs offering course:	Copenhagen Open Campus Block
Open Campus Track:	Business
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Spring 2020

Course description

This course will focus upon hospitality management and value creation within one of the most important and fastest growing service industries globally, while at the same time give an introduction to Danish tourism and business values. The course is however international in its nature and will give students both theoretical insight and practical experience on how to develop hospitality services. The course will be a mixture of company visits, in class lecturing and practical group work.

Learning Objectives

By participating in this course, you will:

- Increase your understanding of fundamental tourism and destination concepts
- Understand tourism's development over time and the relations between different types of tourism
- Understand the development of the local tourism tendencies
- Understand hospitality from a theoretical point of view in a commercial context
- Understand the managerial implications for the hospitality and tourism industry
- Understand and apply experience economy in the industry
- Develop the ability to analyze and apply tourism and hospitality concepts
- Learn to do basic research on trends and tendencies within the tourism and hospitality industry
- Get insight into local companies and how they work with hospitality and tourism

Course Prerequisites

None, apart from an open mind and a sincere interest in exploring the local tourism and hospitality industry, and the challenges it faces.

Methods of Instruction

Learning will involve in-class exercises, active reflection, discussion, readings, short lectures, and out-of-class activities that help you engage in the local hospitality and tourism industry.

Assessment and Final Grade

Reflection Paper	20%
Practical group case work	30%
Value proposition plan	30%
Class Participation:	20%



Course Requirements

Reflection Paper

You will complete 1 reflection paper. You will reflect upon a certain self-chosen subject from the course. You will be given more detailed instructions for the paper, approximately one week prior to the due date. The paper should be typed, double-spaced, and 1500 words. These papers should be reflective yet include critical analysis of your personal experience and include references.

Practical group case work

Students will work in groups with a given company case at the end of the course. The case solution is presented to the company, and the group receive feedback from both the company and the lecturer. The assessment is based on both the feedback from the company as well as the group process including corporation skills.

Value proposition plan

Students shall in groups develop a Value proposition plan for a new service which could be offered in one of the companies visited during the course. The plan shall include a budget including fixed a variable cost, price and expected revenue. Text (750-1500 words) and illustrations.

Class Attendance

Regular class attendance is required throughout the program. Students must notify their instructor via Canvas, beforehand, if possible, if they will miss class for any reason. Students are responsible for any materials covered in class in their absence. Students who miss class for medical reasons must inform the instructor and the Academic Director (or a designated staff member) and provide appropriate documentation as noted below. A make-up opportunity will be provided to the extent this is feasible.

Attendance policies

Due to the intensive nature of the block schedule, all unexcused absences will result in a lower final grade for the course. Each unexcused absence will cause 3 percentage points to be dropped from the final grade. For example, a student with an 88% final grade (B+) and 1 unexcused absence will see it reduced to 85% (B). Students who transfer from one class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

CIEE program minimum class attendance standards are as outlined below. Center-specific attendance policies may be more stringent than the policies stated below. The Center / Resident Director sets the specific attendance policy for each location, including how absences impact final grades. Such policies are communicated to students during orientation and via Study Center documents. In the event that the attendance policy for host institution courses differs from CIEE's policy, the more stringent policy will apply. CIEE program minimum class attendance standards:

- Excessively tardy (over 15 minutes late) students will be marked absent.



- Students who miss class for personal travel will be marked as absent and unexcused.
- No make-up opportunity will be provided.

An absence will only be considered excused if:

- A doctor's note is provided.
- A CIEE staff member verifies that the student was too ill to attend class.
- Evidence is provided of a family emergency.

Attendance policies also apply to any required co-curricular class excursion or event. Persistent absenteeism (students approaching 20% or more of total course hours missed, or violations of the attendance policies in more than one class) may lead to a written warning from the Academic Director or Resident Director, notification to the student's home school, and/or dismissal from the program in addition to reduction in class grade(s).

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1 content classes, or up to 2 language classes	Participation graded as per class requirements
10 – 20%	2 content classes, or 3-4 language classes	Participation graded as per class requirements + 3% grade reduction; written warning
More than 20%	3 content classes, or 5 language classes	Automatic course failure , and possible expulsion



Weekly Schedule

NOTE: this schedule is subject to change at the discretion of the instructor to take advantage of current experiential learning opportunities.

Week One

Class 1.1 Introduction

During this class we will cover:

What is this course about?

Objectives and expectations

Defining tourism

The history of tourism

The destination as a concept

Readings:

Stephen J. Page, *Tourism Management* 5th edition, Routledge, Ch. 1

Chris Cooper; *Essentials of Tourism*, Prentice Hall, Ch. 2

Week Two

Class 2.1

This class will look into: tourism and demand

Consumer behavior in tourism

Determinants of demand for tourism

Readings:

Stephen J. Page, *Tourism Management* 5th edition, Routledge, Ch. 3

Class 2.2

Hospitality – theoretical perspective

Managerial implications for the hospitality industry

Readings:

Carol King; "What is hospitality?" *International Journal of Hospitality Management*, Vol. 14, no. 3/4 pp 219- 234, 1995

Week Three

Class 3.1

Company visit; Arthur Hotels – meeting COO, Helle Bisholm

Preparation:

Prepare 2-3 questions for the COO about hospitality in practice

Class 3.2

Seasonality in Tourism

Different types of seasonality

Why is seasonality a challenge?

How can tourist destinations work with the challenges of seasonality?

Readings;



Lee, C. et.al: "Seasonality in the Tourism Industry – Impacts and strategies" Sustainable Tourism CRC pp. 1-16

Class 3.3

Company Visit; Christiansborg; The Danish Parliament

How can a dynamic workplace like the parliament be a tourist attraction at the same time?

Possibilities and challenges

Preparation;

Do own research on the Danish Parliament – and other parliaments in the world. Discuss how a parliament can be a tourist attraction

Week Four

Class 4.1

Tour operators and travel retailing

An understanding of the role and behaviour of distribution channels in tourism

The importance of technology in the tourism distribution channels

Readings:

Stephen J. Page, Tourism Management 5th edition, Routledge, Ch. 7

Class 4.2

Experience economy – theories and examples

The NICE project; New Innovative Customer Experiences (www.niceproject.dk)

Readings; Boswijk, A. et.al (2004) "A New Perspective on the Experience Economy" Lapland centre for Experience Industries

Class 4.3

Company visit; Den Blå Planet (Danish National Aquarium)

Assignment;

During the visit you should analyze the attraction and prepare a short presentation of possible areas of development

Reflection Paper due

Week Five

Class 5.1

Presentation of possible areas of development from the company visit

Trends in tourism

Discussion of the trends and tendencies in the Hospitality and Tourism industry

Preparation: Do own research of 5-10 different trends and tendencies in the Hospitality and Tourism industry

Value proposition plan Due



Class 5.2

Recap of the course and preparation for group case work

Week Six

Class 6.1

Group case work on company case

Class 6.2

Presentation of case work + feedback

Practical group case work Due

Required text

Boswijk, A. et.al (2004) "A New Perspective on the Experience Economy" Lapland centre for Experience Industries

Carol King; "What is hospitality?" International Journey of Hospitality Management, Vol. 14, no. 3/4 pp 219- 234, 1995

Chris Cooper; Essentials of Tourism, Prentice Hall, Ch. 2

Lee, C. et.al: "Seasonality in the Tourism Industry – Impacts and strategies" Sustainable Tourism CRC pp.1-16

Stephen J. Page, Tourism Management 5th edition, Routledge, Ch. 1, 3,7

Students are required to include texts and other materials for their two group work assignments.

Readings

Copyright and Fair Use Statement

Copyright laws and fair use policies protect the rights of authors. Copyrighted materials may be used in this class, including articles, music, art work, etc. These materials are provided for private study, scholarship, or research and adhere to the copyright law of the U.S. (Title 17, U.S. Code). You may copy or download from the course website one copy of the materials on any single computer for non-commercial, personal, or educational purposes only, provided that you do not modify it and use it only for the duration of this course. Beyond this use, no material from the course or website may be copied, reproduced, re-published, uploaded, posted, transmitted, or distributed in any way without the permission of the original copyright holder. Neither the instructor nor CIEE assumes any responsibility for individuals who improperly use copyrighted material.