CIEE Copenhagen, Denmark

Course title: Tourism and Hospitality Management
Course code: 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 Block II 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 however is 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 completing this course, students will:

- Increase your understanding of fundamental tourism and destination concepts
- Understand tourism 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 conditions in Denmark

Course Prerequisites
None.

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

1. Reflection Paper 20%
2. Practical group case work 30%
3. Value proposition plan 30%
4. Class Participation 20%
   TOTAL 100%

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 Participation

Attendance

Regular class attendance is required throughout the program, and all absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE 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.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent.

Attendance policies also apply to any required co-curricular class excursion or event, as well as to any required field placement. Students may not miss placement/work hours at an internship or service learning site unless approved in advance by the Academic Director and placement supervisor. All students must complete all of the requisite 100 minimum work hours on site at the internship or service learning placement to be eligible for academic credit.

Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.
Absences for classes will lead to the following penalties:

<table>
<thead>
<tr>
<th>Percentage of Total Course Hours Missed</th>
<th>Minimum Penalty</th>
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<tbody>
<tr>
<td>Up to 10%</td>
<td>Participation graded as per class requirements</td>
</tr>
<tr>
<td>10 – 20%</td>
<td>Participation graded as per class requirements; 3% grade penalty &amp; <strong>written warning</strong></td>
</tr>
<tr>
<td>More than 20%</td>
<td><strong>Automatic course failure</strong>, and possible expulsion</td>
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N.B. Course schedule is subject to change due to study tours, excursions, or local holidays. Final schedules will be included in the final syllabus provided to students on site.

**Weekly Schedule**

**Week 1**

**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 2
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:


Week 3
Class: 3.1

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:


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 4
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:

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 5
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 6

Class: 6.1

Group case work on company case

Class: 6.2

Presentation of case work + feedback

Practical group case work due

Course Materials

Readings


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


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

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