Spring 2012 Syllabus

This experience includes pre- and post-trip class sessions and a 9-day trip to Germany, Austria and Czech Republic. Trip includes cultural experiences and cultural/active participation at the College for Tourism and Leisure Management and the Great Race. Trip expenses are separate from tuition and the trip is required in order to register for this class.

Course Information
Global Tourism Seminar
10-109-182
Wednesday's 6:30 to 9:30 pm room 120 AB Gourmet Dining Room
Credits: 3
Pre-requisites: none

Instructors:
John Johnson
Office: 122D (MATC-Truax, 3550 Anderson St., Madison, WI 53704)
Phone: 246-6707
Fax: 246-6880
E-mail: jgjohnson@matcmadison.edu

Required Materials
- Articles and readings handed out in class or found on the web
- Requirements for the trip to be discussed (fees, passport, insurance, etc.)
- Camera to take pictures while in country

Course format
Discussion, team projects, guest speakers, on-line learning, journaling and a 9-day international trip to Germany, Austria and Czech Republic

Course Objectives/Competencies
- Familiarization with all three countries to include; history, culture, and social issues that are molding food and the hospitality industry in country
- Examine current trends and issues in Europe and the U.S. relate those trends to overall Culinary, hospitality and tourism business strategies
- Develop marketing/management skills and perspectives to work successfully in the global marketplace
- Develop a lifelong global mindset
* Enhance abilities to communicate, work on teams, think creatively, present and solve problems during the Great Race

**Attendance**  
Attendance at all pre-trip and post-trip class sessions as well as all activities, meetings and classes during the trip is mandatory. Any exceptions must be discussed with the instructors in advance.

**Assignments/Requirements**

1. **Pre-trip goals and expectations paper**: 2 pages minimum, typed. Paper to consider questions and reflections on: Why did you sign up for this? What do you hope to accomplish or what are your most important goals? How will this class/trip relate to your personal and professional goals? How do you think this experience might change you? What fears, anxiety do you have? This is an open ended paper…be serious, thoughtful and take it where you want to.

2. **Country assigned paper**: 6 pages minimum, typed. Paper to address how the region came to be in its present day to include; religion, population demographics, transportation, climate, wars and globalization that has affected this area.

3. **Team presentation on specific area and topic related to our journey**: 15 minute PowerPoint. (in-class preparation) groups of four. This topic will be picked and agreed upon prior to research with instructor.

4. **Team project on specific towns we will visit while in country**: research what makes this city or town unique, and what will the group experience while there. Which restaurants will we interact with for our food experiences with menus, history of the restaurants? 15-20 minute PowerPoint. In-class presentation to help your fellow classmates get ready for the big adventure

5. **Personal journals** to be kept during the trip. Daily entries to include thoughts on what did you do today? What did you learn? What questions do you have? What did you notice or what are you thinking about in relation to your goals, hopes, etc.? What connections are you making from this trip to your academic experience, life, etc.? What adjustments in your goals do you need to make, if any? Anything you want—this is a personal document. It will be checked in after the trip but will remain confidential unless you want to share.

6. **Mandatory class meetings while in country**: We will meet one hour per day to discuss what will be coming up the following day and what we have experienced during the day. We will normally meet prior to going to dinner which will be later in the evening. Each night you will receive your next assignment to find out, explore or figure out our next destination or town, “The Great Race”. It’s your job to research and bring back the information to the group while in country. This will take you out of your comfort zone but well worth it.
The meeting will help you with personal journals and post reflections and also keep you up to speed with changes and information. Discussion will include what to look for at the meals, how did you interact with locals and what did you do when things weren’t going your way. How did you deal with it?


8. **Photo essay**: choose 5 of your photos that, for you, represent the essence of this experience. Share the photos through a poster or presentation and explain why you chose the photos you did. What do they represent? Presented after the trip.

9. **Attendance** at and participation in all class sessions and trip events and sessions.

10. **Other pre-trip preparation activities as directed** (cultural exploration, reviewing guest speakers, etc.)

**Grading system**

Simple…you start with an A and keep it as long as you meet all of the above requirements on time. Lose ½ letter grade for EACH assignment that is late/not completed or trip or class session missed. Expectations are that you attend all class sessions unless arrangements have been made with your teams or instructors.

**Code of conduct policy and detailed itinerary to follow.**

**Special policy notes**

- **MATC Catalog and Student Handbook**: Many important MATC policies and procedures are found in this resource guide, available from the Student Services Office. You are expected to be familiar with such policies and are encouraged to get a copy of the guide and review it as necessary. You need to be aware of your rights and responsibilities as a student at MATC. Or, check out MATC’s home page for more information at [www.matcmadison.edu](http://www.matcmadison.edu)

- **ADA Statement**: If you believe that you may require special accommodations or services in order to participate effectively in this class, please see me or a counselor in Student Services.

- **School Closing Hotline**: 246-6606 (if school is open and we are here, class is ON)
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<thead>
<tr>
<th>Week #/Date</th>
<th>General topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to course, class requirements; passports, fees and general trip info and networking activity, syllabus review. Pre-trip paper. Why are you here paper?</td>
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<tr>
<td>2</td>
<td>Specific country and topic assigned and reviewed, Teams formed, overview of presentation requirements and seminar theme</td>
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<tr>
<td>3</td>
<td>Country assignment review</td>
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<tr>
<td>4</td>
<td>Trip preparation, information on seminar theme and team projects, team work time.</td>
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<tr>
<td>5</td>
<td>Trip preparation, information on seminar theme and team projects, team work time. <strong>Guest speaker-Andy Benz to talk about his homeland and what to expect</strong></td>
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<tr>
<td>6</td>
<td><strong>Working class</strong>-- Team check in, trip preparations, facilitated work time on Power points</td>
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| 7          | **Region paper is due**  
**Working class**-- Team check in, trip preparations, facilitated work time work time on Power points |
| 8          | **Country power points due from each group** |
| 9          | Team project on specific town power points due from each group |
| 10         | Final trip preparation and questions, final updates of team projects |
| 11 May 21-31 | Trip to Germany, Austria and Czech Republic. Touring, networking and explore the great race while in country. |
| 13 June 5th summer meeting | Finish photo essays done in Power Point, wrap up the experience  
**Post Reflection paper and in country diary due** |