Part 1. General Advising Information

Introduction
Academic advising can be complicated, and requires careful planning and communication with a student’s Academic Advisor and/or Major Faculty advisor. This document is intended to help you plan your academic career in both the short-term and long-term.

Choosing an Advisor
Once students have declared their major, they will have 2 advisors, an Academic Advisor (who primarily handles advising for students with up to 54 credits) and a full-time faculty member from that department (who primarily handles advising for students with over 54 credits). When first declaring the Tourism & Hospitality major (or minor), students will be assigned the program chair as their advisor. Once students have had a chance to take classes and work with different faculty members, they may select their own permanent advisor or be reassigned to an advisor based on their concentration. In some cases the choice of advisor may be limited because of workload, leave of absence, of other reasons.

Meeting your Faculty Advisor
Once you have 54 credits, students should contact their Faculty Advisor to make an appointment before or during the class registration period for each semester. While advisors can give some information by phone or email, in most cases students will need to meet in person with their advisor to give adequate time for discussion of student objectives and get thorough advising. Contact information for TAH Faculty advisors is as follows:

<table>
<thead>
<tr>
<th>Advisor Name</th>
<th>Phone Number</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sara Ghezzi</td>
<td>780-5398</td>
<td><a href="mailto:sara.ghezzi@maine.edu">sara.ghezzi@maine.edu</a></td>
</tr>
<tr>
<td>Tracy Michaud Stutzman</td>
<td>780-5410</td>
<td><a href="mailto:tracy.stutzman@maine.edu">tracy.stutzman@maine.edu</a></td>
</tr>
</tbody>
</table>

Enrollment PIN
All students need to get their Enrollment PIN before they can register for classes using MaineStreet. Only their faculty or Academic advisor is authorized to give them their PIN. This is to help assure that students get accurate advising and register for the most appropriate courses each semester.

Creating a Wish List
Before meeting with your Advisor, it is helpful if you review your current situation using the Degree Progress Report in MaineStreet. This will show you what requirements in the Core and the major you still have to complete. Then use the Course Search section to see what is being offered next semester in each of those areas, and create a draft schedule using the “Wish List” function. You can send this to your advisor prior to your meeting.

Course Prerequisites
Some TAH courses require that students take certain other courses as preparation (i.e., prerequisites). These are listed in MaineStreet. If a student does not meet these requirements, he/she might not be permitted to register for the course using MaineStreet. Instead, the student must email the instructor.
for permission to be added. You can also email or talk with your advisor or the program chair about this, especially if the course in question is not taught by regular USM faculty.

**Capstone Permissions**
For capstone courses (TAH 406-409), students must always receive permission of a TAH faculty member who will serve as their supervisor for the course. The faculty member will then register the student for the course. Students will not be able to register for such courses on their own. Also, the student must submit a completed and signed Capstone Application Form, available on the TAH Blackboard site, before he or she can be registered for a capstone course.

**Southern Maine Community College Classes**
USM accepts many SMCC courses, and some USM students may wish to take a course or two at SMCC to meet a specific requirement or as an elective. The TAH program accepts several SMCC Hospitality Management and Culinary Arts courses as direct equivalents to certain TAH courses, or as electives. Speak with your Advisor if you are considering this option, and he or she can tell you what steps must be followed (including filing a “Prior Approval Form” before registering for any non-USM course) if you wish to take one or more classes at SMCC while enrolled in the TAH program at USM.

**USM 30 Credit Rule**
Note: USM has a 30-credit rule that states that 30 of a student’s last 45 credits must come from USM. Students within 30 credits of graduation should speak with their advisor and may need to get pre-approval to take courses outside of USM, including at SMCC.

**TAH Classes and the USM Core**
Several TAH courses satisfy USM Core Course requirements. These include:

- TAH 101 Socio-Cultural Analysis
- TAH 211 EYE Requirement (if taken as EYE section with lab)
- TAH 231 ‘Environment and Society’ thematic cluster
- TAH 241 ‘Professional Practices’ and ‘Casco Bay Region’ thematic clusters
- TAH 251 International [pending approval]
- TAH 307 International
- TAH 262 International
- TAH 301 International; Ethical Inquiry, Social Responsibility and Citizenship (EISRC)

Registration Dates
Registration for Spring 2016 semester for all students begins on Monday, November 23rd. You may register any time up until the first week of classes, but many classes will fill before that time.

Important: Changes for 2015-16 Course Catalog
After three years, and with input from students and industry representatives, this fall we made some modifications to the Tourism and Hospitality curriculum. As with any so-called “catalog changes” at USM, students in the major have the choice of graduating under the catalog with which they entered the program, or the one in effect when they actually graduate. Students who enter the program in Fall 2015 or after will automatically come under the guidelines of the new catalog. The following is a brief description of major changes to the BA in Tourism and Hospitality.

1) Change to Four-Course Concentrations
Starting in Fall 2015, concentrations are four courses instead of three. This gives students more in-depth knowledge in a particular area and allows them to add more specialized skills related to their chosen concentration. It also means, however, that students may be able to complete fewer concentrations or will have fewer electives available after completing their concentration(s). To make the program more flexible, students may use ONE course in two different concentrations if that course satisfies an elective in two or more concentrations (e.g., TAH 311).

2) New and Revised Concentrations
Due to several factors, we combined some of our concentrations and created new ones that we feel are attractive to our students and provide critical skills. These changes are outlined briefly here:

a) Concentration E, Nature Based and Ecotourism, was discontinued. Some courses from this concentration will be made available to other concentrations, including a new concentration in Sport Tourism and Adventure Tourism, described below.

b) Concentration C, Sustainable Tourism and Hospitality, was combined with Concentration D, Tourism Development and Planning. The new concentration will be called Tourism Planning, Development and Sustainability. Some sustainable tourism classes will also be available in other concentrations, including Managing in Tourism and Hospitality.

c) Thanks to a collaboration with the Program in Sport Management in the School of Business, a new concentration called Sport Tourism and Adventure Tourism is now available. This concentration combines courses on sport-related tourism such as that associated with major sporting events and tournaments, and adventure tourism, which combines nature tourism with physical activities.

d) Also in collaboration with Sport Management, we are offering a new concentration called Event Planning, Management and Promotion. This has been requested by students and links with external and USM partners to provide opportunities for hands-on training in the event planning industry. The concentration also links with a new Certificate in this area, described below.

e) Concentration F, Cultural, Arts and Heritage Tourism, is now called Cultural and Culinary Tourism. While still including courses on arts and heritage, we are also creating more courses linked to Maine’s thriving food tourism economy. This concentration should especially appeal to students who want to work in the restaurant, banquet, catering, festival and related sectors.
3) Most Capstones Now Pass-Fail
Beginning in the fall, most capstone courses (including TAH 408 and 409) are pass-fail. This reflects the fact that faculty have little basis on which to provide a grade for students, and workplace supervisors cannot be expected to evaluate interns using a course grading system. We therefore evaluate the materials submitted by the student, and the letter provided by the supervisor, and determine whether the student should be given a passing grade for the capstone. Some course-based capstones, including field courses, might still be graded. In addition, individual capstones based on research projects (TAH 406) where there is a faculty supervisor, might also be graded. This will be determined in advance.

4) Internship Options
We have two new internship courses, TAH 209 and 309 (Tourism and Hospitality Internship I and II), to provide additional opportunities for credit for work experiences other than the capstones. These are 3-credit optional courses that may be taken anytime during the student’s academic career, but which should be taken sequentially (209 before 309 before 409). The maximum number of credits from internships and other non-classroom courses that can apply toward the 39 minimum credits in the major is still nine. Students may complete more than this, but it will place them over 39 credits.

5) New Certificate and Minor in Event Planning
As part of its collaboration with the Sport Management Program in the School of Business, we are now offering a Certificate and a Minor in Event Planning and Management. The 12-credit certificate may be taken by students enrolled in the BA in Tourism and Hospitality, while the 15-credit minor may only be taken by students in other majors. Both combine courses from Sport Management and Tourism and Hospitality, which means that TAH students may take courses such as Sport Event Management and apply them toward the certificate. New courses will also be developed that focus on specific aspects of event planning, such as weddings and banquets, conferences and meetings, and festivals and concerts.

TAH Courses for Spring 2016

We are offering 10 TAH classes this spring, including one required course, one course required for a concentration, and eight additional electives covering three different concentrations. Courses are spread between being online and the Portland and Gorham campuses, and cover both Monday/Wednesday and Tuesday/Thursdays schedules. There is also a distribution of introductory, intermediate and advanced courses.
<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Instructor</th>
<th>Campus</th>
<th>Day(s)</th>
<th>Time</th>
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<tbody>
<tr>
<td>TAH 301</td>
<td>Global Issues in Travel and Tourism</td>
<td>Michaud Stutzman</td>
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<td>O</td>
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<tr>
<td>TAH 312</td>
<td>Tour Group Planning and Management</td>
<td>Michaud Stutzman</td>
<td>P</td>
<td>TR</td>
<td>11:45-1pm</td>
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<tr>
<td>TAH 420</td>
<td>Seminar - Treating People Right</td>
<td>Palmer</td>
<td>P</td>
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<td>TAH 261</td>
<td>Introduction to Cultural Tourism</td>
<td>Michaud Stutzman</td>
<td>P</td>
<td>TR</td>
<td>11:45-1pm</td>
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<tr>
<td>TAH 222</td>
<td>Food and Beverage Management</td>
<td>Ghezzi</td>
<td>P</td>
<td>TR</td>
<td>10:15-11:30am</td>
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<tr>
<td>TAH 224</td>
<td>Women, Arts and Global Tourism</td>
<td>Lockridge</td>
<td>-</td>
<td>O</td>
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<tr>
<td>TAH 299</td>
<td>Hospitality Law</td>
<td>Ghezzi</td>
<td>P</td>
<td>MW</td>
<td>10:15-11:30am</td>
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<tr>
<td>TAH 321</td>
<td>Lodging, Operations, and Systems</td>
<td>Ghezzi</td>
<td>P</td>
<td>R</td>
<td>4:10-6:40pm</td>
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<tr>
<td>TAH 410</td>
<td>Seminar in Tourism Promotion</td>
<td>Monighan-Derig</td>
<td>P</td>
<td>M</td>
<td>4:10-6:40pm</td>
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<tr>
<td>TAH 399</td>
<td>Anthropology and the Museum</td>
<td>Dobres</td>
<td>G</td>
<td>M</td>
<td>4:10-6:40pm</td>
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**Non-TAH Courses Available to TAH Majors**

A number of courses from other departments can be applied to the BA in Tourism and Hospitality as electives in certain concentrations. The total number of such courses that can be applied to the major depends on various factors, but no more than 18 credits can be a combination of transfer credits and non-TAH credits. The following non-TAH courses are being offered this Spring:

- ACC 110  Financial Accounting for Decision Making
- BUS 260  Marketing
- BUS 311  Sport Marketing
- BUS 340  Managing Organizational Behavior
- BUS 364  Professional Selling
- BUS 316  Sport Event Management
- BUS 200  Introduction to Business
- ESP 308  Global Environmental Problems and Sustainability

To register for some BUS courses as a non-major, you must work with your faculty advisor who will help you obtain permission (TAH students are allowed to take these classes). Some classes have prerequisites that might be waived upon request, but this is up to the instructor for each course. Speak with your advisor for more information about this.

**Important Scheduling Consideration**

1) TAH 301, Global Issues in Travel and Tourism, is a requirement of the TAH major. All students must take this class in order to graduate with a TAH major.

2) Students in Concentration F. Cultural and Culinary Tourism can take TAH 261 Introduction to Cultural Tourism to fulfill one of the concentration requirements.

3) Students in Concentration C. Event Planning, Management, and Promotion can take BUS 316 Sport Event Management to fulfill one of the concentration requirements.

**New and Notable Courses**

Two new courses are being offered in the Spring by new TAH faculty member, Sara Ghezzi. The first, TAH 299 Hospitality Law, investigates and studies the laws and guiding codes for the Hospitality Industry. TAH 222 Food and Beverage Management is a comprehensive overview of the food service industry especially pertaining to the management of restaurants, food carts, and food-based events.
Spring 2016 Courses by TAH Major Requirements

This section describes how the courses offered this spring meet certain requirements of the BA in Tourism and Hospitality, including both old and new concentrations.

A. TAH Major Requirement
The following course is required for the TAH major, unless you have taken an equivalent at another institution or have been granted a waiver by the TAH program chair.

TAH 301  Global Issues in Travel and Tourism  Online

B. Courses by Concentration
The following table shows all TAH and non-TAH courses for Spring 2016 and how they meet required (Req.) or elective (Elect.) options in both the old and new concentrations. To use this table, look under the column for each concentration you are in (or plan to declare), then see what courses are being offered that are either required or electives for those concentrations.

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<thead>
<tr>
<th>Course</th>
<th>Old Concentrations</th>
<th>New Concentrations</th>
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<td>A</td>
<td>B</td>
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<tr>
<td>TAH Courses</td>
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<td>TAH 222</td>
<td>Elect.</td>
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<td>TAH 312</td>
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<td>TAH 261</td>
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<td>TAH 420</td>
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<td>TAH 399</td>
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<td>TAH 321</td>
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<td>TAH 299</td>
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<tr>
<td>Non-TAH Courses</td>
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<tr>
<td>ACC 110</td>
<td>Elect.</td>
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<td>BUS 260</td>
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<tr>
<td>BUS 311</td>
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<td>BUS 340</td>
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<td>BUS 364</td>
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<tr>
<td>Bus 200</td>
<td>Elect.</td>
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<tr>
<td>Bus 316</td>
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<tr>
<td>ESP 308</td>
<td>Elect.</td>
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C. TAH Capstones
Capstone courses, including TAH 406, 408 and 409, are created as needed for individual students. The student must work with a TAH faculty member to apply for the course and determine its objectives and requirements. Capstone courses may be taken for 3-6 credits.

Course Descriptions for Spring 2016 Courses

TAH 222 Food and Beverage Management
This course covers basic management principles and practices for the food and beverage service industries, such as preparation, safe food handling, budgeting and operations, menu development, human resources, marketing, catering and event planning. Instructors and guest speakers from industry will offer expertise and guidance on day-to-day management, strategic planning, and other areas of restaurant and food service management. 3 cr.

TAH 312 Tour Group Planning & Management
This course builds skills in the creation, planning, and oversight of group-based travel such as packages and charter tours. Students will investigate various types of travel packages and how tour companies, travelers, host communities, and indigenous cultures intersect in the travel and tour planning and management process. With a community partner, students will apply their knowledge and skills to the creation of Maine-based group travel tours. 3 cr.

TAH 321 Lodging Operations & Systems
This course examines operating procedures and systems for managing various types of lodging facilities, including hotels, resorts, and inns. Topics covered include front desk operations, reservation systems, housekeeping and maintenance, inventory management systems, guest policies, internal and external communication, human resources, and security and risk management. Prerequisite: TAH 101 or TAH 221, or permission of instructor. 3 cr.

TAH 261 Introduction to Cultural Tourism
This class explores the many dimensions of cultural tourism, including how arts, crafts, local heritage, history, and other elements of culture can be incorporated into tourism planning and development. Topics include the meaning, value, and potential tourism roles of historical sites and monuments, festivals and events, local art and artisans, archaeological and cultural heritage sites, and museums and educational institutions. Issues such as cultural identity and representation, authenticity and commoditization will be analyzed. 3 cr.

TAH 262 Women, Arts & Global Tourism
All over the world women are improving their socioeconomic status, investing in their families, and contributing to community development through involvement in tourism arts and crafts production. We will learn about the historical and contemporary experiences of women from North and South America, Africa, Asia and other international settings. The course will explore themes of cultural heritage, culture change, traditional versus tourist art, gender equity, empowerment and community development. 3 cr.

TAH 301 Global Issues in Travel & Tourism
As one of the world’s largest industries, and one that brings travelers and host communities into close contact, tourism and travel are rife with challenges. This course delves into these issues from a social science perspective, showing how tourism affects travelers and communities in complex ways, from commoditization of art forms to sex tourism, drug use, and changes in local economies and culture. It also explores the connection of tourism to global issues such as infectious diseases, climate change, and terrorism. This course is required of TAH majors. 3 cr.
TAH 399 Advanced Topics in Tourism & Hospitality
Courses with this designation include advanced topics in specialized aspects of tourism and hospitality, offered on a one-time or trial basis. This designation may also include courses that are cross-listed with other majors at USM and taught by faculty from those programs. Specific titles and course descriptions for upcoming courses can be found in MaineStreet and in the advising section of the TAH program website. Prerequisites vary by individual course. 3 cr.

TAH 410 Seminar in Tourism Promotion
In this upper-level seminar, special topics related to the development and promotion of tourism and hospitality products and services will be examined. Experienced faculty from the travel industry will share their experiences and insights, addressing the potential and challenges of developing and promoting specific types of tourism such as resorts, adventure travel, cruise ships, eco-tourism, and niche businesses. Emerging trends in tourism promotion, such as new social media and participatory marketing, will be explored for their potential and limitations. Prerequisite: At least one TAH course or permission of instructor. 3 cr.

TAH 420 Seminar in Hospitality Management
This upper-level seminar covers topics related to the planning and management of businesses, events, and attractions in the tourism and hospitality industry. Expert faculty from industry and academia will share their insights and experiences in managing businesses ranging from hotels and food service establishments to tourism attractions large and small throughout Maine and beyond. Emphasis will be on practical skills and knowledge that students can use in planning and managing businesses or working within the tourism and hospitality industry. Prerequisite: At least one TAH course or permission of instructor. 3 cr.