Course Description
HFT 3760 examines transportation services for the tourist. This examination focuses on the relationship between operations and management within tourist transportation systems, the regulatory bodies impacting the tourist transportation industry, the interaction of challenges arising from society and its increasing demand upon transportation systems, and transportation services for use by tourists.

Course Goals
- To provide fundamental knowledge of interrelated transportation systems,
- To provide insight into the impact of the changing face of tourist transportation
- To provide insight into future ecological, societal and environmental issues which greatly impact the tourist transportation systems,
- To enhance understanding of the intense service nature of tourist transportation

Course Format
The course will include lectures, topical reading, research, analysis, discussion.

Grades

<table>
<thead>
<tr>
<th>Assignments and quizzes</th>
<th>12%</th>
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<tbody>
<tr>
<td>Mid-Term Exam</td>
<td>30%</td>
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<tr>
<td>Weekly Hot Topics Portfolio</td>
<td>13%</td>
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<tr>
<td>Group Research Project</td>
<td>15%</td>
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<tr>
<td>Final Exam</td>
<td>30%</td>
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Total Points Possible 100%

Final Grade Scale
90% = A 80% = B 70% = C 60% = D 59 & Below = F

Protocol.
University policy is outlined in the Student Handbook regarding protocol and conduct including cheating and plagiarism. Please refer to the Handbook for this valuable information.

Class begins at 6:45 PM. Please do not be late … it is disruptive, disrespectful and unprofessional.

The student is expected to be prepared for class by having completed assignments and is expected to participate in class discussions and problem solving activities. Comments and discussion in the classroom should however, be of interest to all. Indiscreet chatting with neighbors and friends will not be tolerated. If you are going to speak in the classroom, it should be with regard to the subject at hand. You may be asked to leave the classroom if your discussions and comments become disruptive.

Assignments and examinations
Written assignments handed in LATE will lose one letter grade per each day the assignment is late. An assignment will be considered late if it is handed in anytime after it is requested in class by Prof. Carter. THERE WILL BE NO EXCEPTIONS.

There will be NO MAKE-UP EXAMS.

Students are urged to communicate freely with me. If you are experiencing any difficulties feel free to meet with me either as instructor or simply someone to talk to. I hope you enjoy this course and have a great semester.
Required Reading

(articles found on this web site are available at the second floor reference desk at the Biscayne Bay Library as well.)
Transcript from August 18, 2002 Meet the Press, NBC.com
American Bus Association (ABA) Economic Impact Study. Online at ABA.org

Week 1, 1/13 ... Introduction. Discuss Final project.
Assignment ... Read Hard Landings. Chapters will be assigned in class Week 1;
presentation particulars will be assigned at a later date.
Please bring the following research items to class Week 3:
1. the Meet the Press transcript from 8/18/02,
2. the ABA Economic 2001 Impact Study,
Please answer the following research questions and bring to class Week 3:
1. Your “Top Ten” list of topical tourist transportation information sources.
2. What is the latest edition of The Tourist Business by Donald Lundberg and is it available in the BBC library?
3. What is the title, author, ISBN number and publisher of any book that chronicle’s The History of the Cruise Line Industry?
4. A list of the most recent textbooks available on Tourist Transportation, their author, ISBN number and publisher.
5. Review the website for the International Motor Coach Group, Inc. and produce a list of members, the cities they service and if there is no service in a city you are interested in, find out from the organization how you would obtain motor coach charter service in that city.
6. This week’s topical tourist transportation article.
7. The Electrowave is on South Beach. Tell me about it.

Week 2, 1/20 ... Holiday. No Class.
Week 3, 1/27 ... Research review. Lecture and discussion.
Week 4, 2/03 ... Research review. Lecture and discussion. Planning the survey instrument.
Week 5, 2/10 ... Research review. Lecture and discussion.
Week 6, 2/17 ... Mid-Term Examination.
Week 7, 2/24 ... Lecture and discussion of the survey.
Week 8, 3/03 ... Hard Landings discussion.
Week 9, 3/10 ... Hard Landings discussion.
Week 10, 3/17 ... Spring Break. No Class.
Week 11, 3/24 ... Lecture and discussion of sustainability of tourist transportation companies.
Customer Service model.
Week 12, 3/31 ... Lecture and discussion of sustainability of tourist transportation companies.
Environmental model.
Week 13, 4/07 ... Lecture and discussion of sustainability of tourist transportation companies.
Week 14, 4/14 ... Lecture and discussion of sustainability of tourist transportation companies.
Final Examination 4/21... Final Examination Schedule

Course Topics To Be Discussed
The systems approach to transportation.
Sustainability of tourist transportation. Customer Satisfaction. Environmental management
Trends. Transporting the tourist … the future.