

## Tours and Travel – TM is All About Fun Now

by Duane Cobb

The [recent report](#) on the demise of the CoB's tourism management program under former CoB dean Harold Doty's leadership hit the nail on the head. Unfortunately, the disaster that now remains of the TM program at USM landed on Nail's head back in July-08. What new CoB dean Lance Nail inherited in the way of TM is a shell of what should have been there for him when he first visited CoB-GC as CoB dean.



These days the IB program is more about [tours](#) and travel than it is the scholarship of teaching and learning. What else could we expect of a program whose feature educator is TM instructor Evelyn Green, formerly a teaching technology specialist with iTech? And Green, who just accompanied a group of TM majors on a tour of the Imperial Palace, has even less of an understanding of academia than we thought she had when she first joined the CoB faculty a relatively short time ago.

According to Green, the self-taught casino gaming specialist, the knowledge that the students gained from their IP tour cannot be gained from TM textbooks. To some extent this is always true, especially with regard to the

various business disciplines. But Green seemed to be campaigning for her job, and her way of performing it, during her recent interview with USM public relations staffer Charmaine Williams Schmermund (see link at left). According to Green, unless casino executives and employees like those who met with CoB TM majors in recent days write the TM textbooks themselves, the information they have will not reach the TM classroom.

Though it's easy to understand why Green would have us believe such a statement, let's give the credentialed TM faculty out there in academia some credit. USM's CoB used to employ some of these people – people like Johye Hwang who is now at the University of Missouri, and Joe Hutchinson who is currently affiliated with the University of Central Florida. Then there's Tony Henthorne, now the chair of hospitality in the *Harrah College* at the University of Nevada at Las Vegas. If TM has a Mecca, then Henthorne is its representative, *and* he currently sits at its epicenter.

If you're looking for a fun time in school the CoB's TM major may be just what you're looking for – lots of travel (MS Gulf Coast, Las Vegas) and instruction from real *instructors*, not PhD-qualified people who lack the relevant knowledge of how the tourism field works. If this sounds good, see the chair for more information. Be warned, though, that he's not actually *in* the TM department.