



# HTM1000 Introduction to Hospitality & Tourism Management

F 2016

½ Credit

## General Course Information

**Instructor:** Bruce McAdams  
*Email* bmcadams@uoguelph.ca  
*Office Location* Macs Room 204  
*Office Hours* Monday 12-2  
*Department/School* Hospitality, Food and Tourism Management

**TAs** Christian Cross [crossc@mail.uoguelph.ca](mailto:crossc@mail.uoguelph.ca)  
*Email*  
*Office Location* Shuyue Huang, shuyue@uoguelph.ca Office Hours MACS Room 200B Thursday 2:30-4:30pm (drop in)  
*Office Hours*

**Class Schedule:** Lecture: 7-8:20 pm MCLN 102  
Seminars: Section 1 Tues 11:30-12:50 MCLN 101  
Section 2 Tues 1:00-2:20 MACS 129  
Section 3 Thurs 11:30 – 12:50 MACS 129  
Section 4 Thurs 1:00-2:20 MACS 129

**Pre-requisites:** None

**Co-requisites:** None

## Course Description

This course provides the students with an introduction to the many facets and issues of the hospitality and tourism industries. An overview of the scale, scope, and organization of the industry will be examined and critiqued. An emphasis will be placed on the development and management of resources.

## Course Learning Outcomes

Upon successfully completing this course you will be able to:

1. Demonstrate an ability to work effectively in teams, through the application of appropriate knowledge and skills designed to identify and respond to team issues and enhance team performance
2. Communicate effectively through written and oral forms to a variety of audiences
3. Evaluate and develop personal competencies associated with hospitality leaders.
4. Able to demonstrate an understanding of the various segments of the hospitality and tourism industries.
5. Demonstrate and evaluate the role 'service' plays in hospitality transactions
6. Show an understanding for the irreplaceable role that human capital plays in the industry
7. Research and apply evidence-based research to issues in hospitality
8. Develop a better understanding of roles and career opportunities within the hospitality and tourism industries

9. Become orientated with the culture and ways of the School of Hospitality, Food, and Tourism Management
10. Develop a better understanding of your personal 'fit' in the industry

## Course Assessment

			Associated Learning Outcomes	Due Date/ location
<b>Assessment 1:</b>	<i>Pass/Fail</i>	<i>Orientation Hand In Assignment</i>	<i>All</i>	<i>Sunday Sept 18<sup>th</sup>, Midnight in Dropbox</i>
<b>Assessment 2:</b>	<i>10%</i>	<i>Service Profit Chain</i>	<i>2</i>	<i>Sunday Oct 2 Midnight in Dropbox</i>
<b>Assessment 3:</b>	<i>5%</i>	<i>East meets West in class group presentation</i>	<i>1-7</i>	<i>October 4<sup>th</sup> and 6<sup>th</sup> in Seminar class</i>
<b>Assessment 4:</b>	<i>5%</i>	<i>Understanding the Labour Market</i>	<i>3,4,5</i>	<i>Sunday Oct 9<sup>th</sup>, Midnight in Dropbox</i>
<b>Assessment 5:</b>	<i>20%</i>	<i>Planet Bean Operations Audit and Mystery Diner</i>	<i>1,2,6</i>	<i>Sunday Oct 23<sup>rd</sup> Midnight in DropBox</i>
<b>Assessment 6:</b>	<i>10%</i>	<i>Know Thyself report</i>	<i>4</i>	<i>Sunday Nov 6th Midnight Dropbox</i>
<b>Assessment 7:</b>	<i>5%</i>	<i>Guelph Tourism In Class Group Presentation</i>	<i>6</i>	<i>Nov 1 and 3 in Seminar Class</i>
<b>8:</b>	<i>5%</i>	<i>Iceland Tourism</i>	<i>1-6</i>	<i>Sunday Nov 13<sup>th</sup> in</i>

				Dropbox
<b>Assessment 9:</b>	5%	<i>Career reflection</i>	1-7	Sunday Dec 4 <sup>th</sup> in Dropbox
<b>Final Exam</b>	35%	<i>100% on Textbook!! 70 multiple choice</i>		TBA
<b>Total</b>	<b>100%</b>			

## Teaching and Learning Practices *(as appropriate)*

**Lectures** The course will be delivered in both lecture and seminar format. All information covered in lectures and seminars will be posted on D2L. It is highly recommended that students attend all lectures and seminars.

**Labs** None

**Seminars** See Above

**Workshops** None

**Site/Field  
Trip** TBA

## Course Resources

### Required Texts:

Introduction to Hospitality Management (Fifth Edition) John R. Walker

### Recommended Texts:

None

### Lab Manual:

None

### Other Resources:

Weekly readings will be made available on D2L

### Field Trips: TBD

### Additional Costs:

## Course Policies

### Grading Policies

Late reports will be subject to a deduction in marks, 25% for each day late.

### **Course Policy on Group Work:**

No mandated group work in this course.

### **Course Policy regarding use of electronic devices and recording of lectures**

Please feel free to record the lectures if need be. Laptops are permitted for note taking purposes. If you need to use your mobile phone please excuse yourself from the room before doing so

## **University Policies**

### **Academic Consideration**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

### **Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

### **Accessibility**

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <http://www.csd.uoguelph.ca/csd/>

### **Course Evaluation Information**

Please refer to the [Course and Instructor Evaluation Website](#)

### **Drop date**

The last date to drop one-semester courses, without academic penalty, is October 31, 2014. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>

## **Additional Course Information**

The following is a tentative class schedule for the semester

### **Week One: (Sept 12)**

Lecture Topic: Orientation

Seminar Topic: Survival Guide

Reading: Chapter 1 (Text)

Focus: Get ready for the course, Intro to the industry, Seminar: Survival guide from HFTM

### **Week Two: (Sept 19)**

Lecture Topic: External Customer

Seminar Topic: Canoe Service Video

Focus: Service and its role in hospitality and tourism

Reading: Service Blue Print Article, Chapter 15/16 (Text)

### **Week Three: (Sept 26)**

Lecture Topic: Internal Customer

Seminar Topic: Engagement and healthy workplaces

Focus: Employee engagement and satisfaction

Readings: The Service Profit Chain Article, Chapter 17/18 (Text)

### **Week Four: (Oct 3)**

Lecture Topic: Labour (Macro and Micro Labour Market)

Seminar Topic: East meets West assignment

Focus: Issues in the Labour Market

Reading: Assigned Web-sites

**Week Five: (Oct 17)**

Lecture Topic: Planet Bean Guest Lecture

Seminar Topic: Sustainability in Hospitality

Focus: Sustainability

Readings: Tragedy of the Commons

**Week Six: (Oct 24)**

Lecture Topic: Leadership

Seminar Topic: Know Thyself assignment

Focus: Being a hospitality leader...what does it mean? Goleman's Emotional Quotient

Readings: Golemans' EQ, Chapter 14 (Text)

**Week Seven: (Oct 31)**

Lecture Topic: The Tourism Sector

Seminar Topic: Guelph Tourism Presentations

Focus: How do you define it, what are the key components

Readings: Chapters 9/10/11 (Text)

**Week Eight: (Nov 7)**

Lecture Topic: Guest Speaker TBD

Seminar Topic: Lecture on Foodservice

Focus: What is the Food-service sector?

Readings: Chapters 5/6/7/8 (Text)

**Week Nine: (Nov 14)**

Lecture Topic: Guest Speakers TBD

Seminar Focus: Lecture on Hotels and Lodging

Focus: What is the lodging and accommodation sector all about?

Readings: Chapters 2/3/4 (Text)

**Week Ten: (Nov 21)**

Lecture Topic: Guest Lecture Jan van der Hoop

Seminar Topic: Event Management

Readings: Chapter 12/13 (Text)

**Week Eleven: Nov 28**

Lecture Topic: YHS Student Presentations

Seminar Topic: Fit Exercise

Focus: It's all about Fit

Readings: TBD

**Friday December 2**

Topic: Exam Review

Focus: Prep for Final

Readings: None