



School of Hospitality & Tourism Management

College of Management and Economics

Fall 2013

Introduction to Hospitality & Tourism - HTM*1000

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Office Hours:	2-4p on Tuesdays and Wednesdays in Macs 205
Lectures:	10:30-11:30 on Mondays and Wednesdays in RICH 2520
Seminars:	Tuesday: 11:30-12:50 or 1-2:30p in Macs 129 Thursday: 11:30-12:50 or 1-2:30p in Macs 129
Text required:	None
Teaching Assistant:	Brianna Barraco (bbarraco@uoguelph.ca)

Course Description:

This course is a survey of the hospitality and tourism industry, with reference to its historical development, growth, and organization. The management process and the scope of the industry today are examined. The course will provide an introduction to tourism and its composite products of F&B and hotels from local to international levels. 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. Finally, issues related to the Political, Economic, Social, Cultural, and Environmental aspects of tourism will be identified and examined.

Restrictions:

Registration in BCOMM:HAFA, BCOMM:HAFA:C, or BCOMM:TMGT or UND, BA:EURS, Area of Emphasis in European Business.

Course Objectives:

OUR Objectives

For class periods there are questions that both you and I are accountable for answering:

1. What do we need to know about the topic at hand to better understand and succeed in the tourism and hospitality industries?
2. What is the point? What is its significance? What we will discuss is relatable to the hospitality and tourism industries. It is our job as a TEAM to identify, critique, and understand the "point" and its significance each class period.
3. What do we do with this? We will learn and explore concepts that are applicable to decision-making in the hospitality and tourism industries. It is our job as a TEAM to comprehend the application of concepts from class.
4. How will the information provided affect others, from employees to customers, from bosses to your personal career trajectory?

YOUR Objectives

1. Understand the history, organization, complexity, and scope of not only the hospitality and tourism industries but also the people and roles (stakeholders) involved in the hospitality and tourism industries.

2. Speak and write using terminology appropriate to the hospitality and tourism industries.
3. Understand the roles of professional associations, government agencies, trade and professional literature, and organizations.
4. Understand different types of hospitality and tourism industry establishments.
5. Understand approaches to problem-solving and be able to apply these concepts.
6. Understand motivations in the hospitality and tourism industries for different levels of stakeholders.
7. Understand the various career directions within the hospitality and tourism industries.
8. Most importantly, we must all be able to apply the successful managers' philosophy: "You are the only reason for everything that happens to you" throughout the entire semester.

INSTRUCTOR Objectives

I am responsible for providing you with the tools and capabilities to complete assignments and answer the aforementioned questions. Furthermore, I am accountable for the following:

- Making students feel welcome and invited in the classroom.
- "Coaching" to promote success in the classroom.
- Being empathetic to your needs.
- Being enthusiastic about the material being covered.
- Completing tasks in a timely manner.

If you are failing to meet your goals during the semester I will not hesitate to let you know. If I fail to meet my goals during the semester please do not hesitate to let me know.

Participation

Participation in the classroom is necessary for learning to occur in this class. Therefore, you are expected to participate in the course. If you fail to participate in class I will assume you are not prepared. If you are consistently not prepared for class I may request a meeting with you.

Class participation will include staying abreast of current news stories as they relate to the Lodging Industry and discussing them in class during "Water Cooler Talks", being an active participant in class, reading course materials that are assigned, dressing appropriately when guest speakers are present, and other activities and topics deemed necessary throughout the semester.

Although this is a large class, I will be able to identify certain individuals who deserve additional participation points, and some who should have participation points taken away. This will be based upon interactions in class, via email, and at events related to class. I reserve the right to alter your Participation grade by up to 10% of your final grade plus or minus at the end of the semester. If I choose to take away more than 4% of your Participation marks I will request a meeting with you and offer you an opportunity to explain your actions during the semester.

Cell Phones, Food, Etcetera

You are expected to respect your peers and me. Cell Phones should be turned off before class begins. You may bring a drink to class with you. Food, including gum, is not permitted. Gum is my pet peeve and not acceptable in hospitality establishments. I highly recommend you heed this. If you foresee a circumstance where your cell phone must be left on or you must eat during the class please come speak to me so we may discuss and agree upon special arrangements.

Assignment Protocols:

Introduction

There will be four types of Assignments in this course:

1. Research Paper
2. Journal
3. Presentation
4. Exams (2 Midterms and 1 Final)

Assignment Grading

Table I. Grade Breakdown

Assignment	No.	%/ea.	Total
Seminar Journal	1	18	18
Research Paper	1	17	17
Presentation	1	10	10
Midterm Exam	2	15	30
Final Exam	1	25	25
TOTAL	12	N/A	100

Assignment Explanations:

Seminar Journal

Each week you will attend a “Seminar” on the date you registered for. Each week you will complete one of the following:

1. a project in the Seminar, and be responsible for turning it in at the end of the semester as part of your Journal, or
2. you will write an approximately 750-word reflexive Journal entry on a topic you are assigned that relates to the topic of the week.

You will be made aware of what is expected for the week’s Journal entry on a week-by-week basis, as each week is different from the others. This assignment is due via the Dropbox in Courselink on November 29th. I highly recommend you stay on top of this on a weekly basis and do not wait until the end of the semester.

Presentation

Your group will choose a type of tourism they are most interested in learning more about. Your group will have 7-9 minutes to describe and convey to your peers this type of tourism. No ancillary devices can be used (e.g. PPT, note cards). You are responsible for completing a PPT that can be posted online for your peers to study from. Yes, you read that correctly. A PPT needs to be created for your peers to study from, but you can’t use the PPT during your presentation. All presentations will take place during Seminar. Your group for this presentation will be the same group you complete the Research Paper with. Be creative!

Midterm Exam

You will take exams in class on October 16th and November 20th. The Exams will cover all in-class Seminars, Lectures, and Readings assigned to-date for the course. There will be an Exam review in the class period preceding the Exam.

Final Exam

You will take an exam at 7p on December 4th, a time and date that have been mandated by the University. The Exam will cover all in-class Seminars, Lectures, and Readings assigned for the entire course. There will be an Exam review during Seminar on November 27th.

Research Paper

You will be assigned to a group based upon your interests. You will state your interests in a survey you complete online during the second week of the course.

Although each Report is turned in as a “group project” you are being primarily graded as an individual (see Grade Sheet posted on Course website for more information on grading). All Reports will have an individual responsible for one of the following roles: General Manager (GM), Director of Hotel Operations (Ops), Director of Sales and Marketing (S&M), Director of Food and Beverage (F&B), and Programming Coordinator (Tourism). The following chart depicts the responsibilities of each role.

Table 2. Responsibilities

Section	Job Description				
	GM	S&M	Ops	F&B	Tourism
Cover Page	X				
Executive Summary	X				
Table of Contents	X				
Introduction		X			X
Property History			X		
Current ownership model	X		X		
Excel Chart, Property Figures			X		X
Competitive Set, current		X	X		
Outlets described				X	
Banquets Department				X	X
Event Mgt cheat sheet		X		X	
Social Media		X			
Marketing Tri-Fold		X			
Describe market		X			
Identify likely Top 10 companies		X			
Existing Programming					X
Programming Opportunities					X
“Other”					X
Reference List	X				
Additional References	X				
Maps of Property			X	X	
Appendices				X	

Library as a Resource

Learning resources for first-year students at the Library

The Library and Learning Commons offer free services to help you succeed in your first year

You can:

- meet with a peer helper to talk about study strategies or your writing assignments
- attend Supported Learning Groups
- get assistance finding journal articles and books
- register for academic workshops
- so much more! Visit the Library website for more information: www.lib.uoguelph.ca

Academic Integrity

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges occur, undermines the University’s exercise of its responsibility to evaluate students’ academic achievement

or restricts the University's ability to accomplish its learning objectives. The University of Guelph is committed to upholding the highest standards of academic integrity and requires all members of the University community to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. All information you should know about academic integrity at the University as it applies to this course can be found here:

<http://www.open.uoguelph.ca/prospective/distance-education/academic-integrity.aspx>

Furthermore, I reserve the right to use Turn It In, a website that detects plagiarism, at any time during the semester for any of your assignments. Please visit turnitin.com or see me for more on this resource if you have questions about how the website functions as it relates to this course.

Table 3. Daily Schedule

Date	Topics	Seminar	Assign.	Reading
9-Sep	Introduction to HTM*1000	Professional Associations		Syllabus, Professional Associations, & Educational Primer by Cipollo
11-Sep	Networking			
16-Sep	Valerie Allen & HTSMA	Cross-Cultural Understandings		The Service-Profit Chain, Global Tourism (p. 79-98) & Sustainable and Eco-Tourism
18-Sep	Hospitality & Tourism History			
23-Sep	HTMSA Voting	Personality Test		Tourism by Goeldner & Ritchie (p. 35-62), The World's Peace Industry, Global Tourism (p. 5-24), & Meyers-Briggs Handout
25-Sep	Sustainability			
30-Sep	F&B Sustainability (Speaker)	Food and Beverage		Aroma and Flavour Wheels (3), McDonald's French Fry Fiasco, Alcoholic and Non-Alcoholic Beverages (212-232), & Restaurants Corporate Profiles
2-Oct	Coffee Tasting			
7-Oct	The Airline Industry	Scavenger Hunt (meet at Arboretum)		The Airline Industry & Instructions for Scavenger Hunt
9-Oct	Hotels & Resorts		R.P.	Chapter 1: Check-in, Check-out: Canadian Edition
14-Oct	Midterm Review	Presentations		Instructions for Hotel Tour and Restaurant Experience
16-Oct	Midterm Exam		E1	
21-Oct	NO CLASS			
23-Oct	Hospitality & Tourism Research	Hotel Tour and Restaurant Experience (No Seminar)		
28-Oct	Cruising	Scavenger Hunt Wrap-Up & Presentations		Terminology (1 hotel & 3 event management), Caribbean Cruise Tourism: Globalization at Sea, Fenich's MEEC (p. 2-31, 62-84), & Professional Meeting Management (p. 728-736)
30-Oct	Event Management (MICE)			
4-Nov	Country Clubs	Negotiation Explained		Negotiation Theory (p. 1-27), Frac in-class exercise, & Talk About Country Clubs
6-Nov	Country Clubs (Speaker)			
11-Nov	Railroads, Subways, Rails	Negotiation Exercise (Coffee Contract)		Prepare for Negotiation
13-Nov	Parks & Recreation			
18-Nov	Midterm Review	Know your department & Presentations		
20-Nov	Midterm Exam		E2	
25-Nov	NO CLASS			O'Connor's "Research in Hospitality and Tourism"
27-Nov	Final Exam Review	Presentations		
28-Nov	NO CLASS		Journal	

