

HTM*1000 Introduction to Hospitality & Tourism (.5 credit course)

General Course Information

Instructor:	Justin Taillon
<i>Email</i>	Taillon@uoguelph.ca
<i>Office Location</i>	Macs 205
<i>Phone</i>	519-824-4120 x 52786
<i>Office Hours</i>	11a-1p on Wednesdays
<i>Department/School</i>	School of Hospitality, Food, & Tourism Management
<i>Lectures</i>	7-8:20p on Mondays in MCLN 102
<i>Seminars</i>	Tuesday: 11:30-12:50 or 1-2:30p in Macs 129 Thursday: 11:30-12:50 or 1-2:30p in Macs 129
Teaching Assistants	Carrie Herzog (cherzog@uoguelph.ca) Chanel Quan (chanel675@gmail.com)

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.

Course Learning Outcomes

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.

Course Assessment

	Worth		Due Date	Location
Assessment 1:	17.5% / ea	Seminar Journal #1 Seminar Journal #2	October 24 November 21	Courselink's Dropbox
Assessment 2:	15%	Presentation	Variable, depending on group assignment	In Class
Assessment 3:	20%	Midterm Exam	October 27	In Class
Assessment 4:	30%	Final Exam	TBA	TBA
Total	100%			

Exams

Midterm Exam

You will take one exam in class. The in-class Exam will cover all Seminars, Lectures, and Readings assigned to-date for the course. There will be an Exam review in the period preceding the Exam.

Final Exam

You will take an exam at the time and date that have been mandated by the University. You can find this online. The Exam will cover all Seminars, Lectures, and Readings assigned for the entire course. There will be an Exam review during the final week of the course.

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 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. I highly recommend you stay on top of this on a weekly basis and do not wait until the due date of the journal. Writing many journal entries at once results in poor work.

Presentations

You will choose a type of tourism to teach the class. You will bring the chapter's learning to life for the class with your group. Here is what your group will be responsible for:

- Provide a PPT. This will not be used in class – it will be posted online for the class to read. Your peers will study from this for the exam. The PPT must be received no later than 11:59p on the Monday the week you present. You CANNOT use the PPT in class.
- Convey information about this type of tourism in a creative manner for the class. This should include an approximately short summary of the type of tourism that includes no ancillary tools (e.g. PPT, notes) and then an activity and/or game for the class that will function as a conduit for conveying the information the book provides to the class. Have fun with this! The audience is your peers, not the TA or Professor. You are being graded on your connection with your peers and ability to convey the material. Your summary can be as short as 1-minute if your game is 7 minutes in length. Your summary cannot be longer than 3 minutes, which would leave 4 minutes for the game that brings the information to life.
- You will present and be graded as a group. Not everyone needs to speak. Every group member can be involved in their own way. This means that as a group you need to identify each group member's skill set and leverage this to maximize the quality of the presentation as a team.

Course Resources

Textbook and/or Other Resources:

All readings will be provided via Courselink.

Course Policies

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 hospitality and tourism worldwide and discussing them in class during “Water Cooler Talks”, being an active participant in class, reading course materials that are assigned, dressing appropriately, 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. 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.

Library as a Resource

The library and Learning Commons offer free services to help you succeed in your academic career. You can:

- Meet with a peer helper to discuss 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.

Grading Policies

Grading rubrics will be posted online prior to each assignment’s due date. These rubrics will outline the grading scheme. If you feel a grading mistake has been made on any assignments please speak to the Professor directly. We are here to help!

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.

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 or see the website: <http://www.csd.uoguelph.ca/csd/>

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, October 31, 2014. For regulations and procedures for Dropping Courses, see the Academic Calendar: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>

Table 2. Daily Schedule

Date	Topics	Seminar	Reading
08-Sep	Introduction to Hospitality & Tourism, Networking	Cross-Cultural Understandings	Syllabus, Professional Assoc., Educational Primer, Critical Thinking in Education
15-Sep	<i>Guest Speaker: HTMSA</i>	Know your department	Tourism by Goeldner & Ritchie (p. 35-62), World's Peace Industry
22-Sep	<i>Guest Speaker: Valerie Allen</i>	Professional Associations	Service Profit Chain, Global Tourism (p. 79-98), Sustainable and Eco-Tourism
29-Sep	Tourism	Personality Test	Meyers-Briggs
06-Oct	Coffee Tasting	The F&B Industry	Aroma and Flavour Wheels (3), McDonald's French Fry Fiasco, Food Service Cost Controls (209-234)
13-Oct	NO CLASS	Hotel or Restaurant Visit (No Seminar)	Instructions for Hotel or Restaurant visit
20-Oct	<i>Guest Panel: Country Clubs</i>	Exam Review	Talk About Country Clubs
27-Oct	Exam	Parks, & Recreation – meet at Arboretum	Instructions for Scavenger Hunt
03-Nov	The Cruiseline Industry	Negotiation Explained	Caribbean Cruise Tourism: Globalization at Sea, Negotiation Theory (p. 1-27)
10-Nov	Event Management (MICE)	Negotiation Exercise (Coffee)	Fenich's MEEC (p. 2-31, 62-84), Professional Meeting Management (p. 728-736)
17-Nov	The Hotel Industry	Presentations	Chapter 1: Check-in, Check-out: Canadian Edition
24-Nov	Railroads, Subways, & Rails	Exam Review / remaining Presentations	TBA
28-Nov	The Airline Industry	No Seminar - Study hard!	The Airline Industry, O'Connor's "Research in Hospitality and Tourism"