

# HTM1000 Introduction to Hospitality & Tourism Management

**F 2015**

**½ Credit**

## General Course Information

**Instructor:** Bruce McAdams  
*Email* bmcadams@uoguelph.ca  
*Office Location* Macs Room 204  
*Office Hours* Monday 10-12  
*Department/School* Hospitality, Food and Tourism Management

**TAs** Sydney Willemse  
*Email* swillemse@mail.uoguelph.ca  
*Office Location* ...  
*Office Hours* ...

**Class Schedule:** Lecture: 7-8:20 pm ALEX100  
 Seminars: Section 1 Tues 11:30-12:50 MACS129  
 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. Able to demonstrate an understanding of the various segments of the hospitality and tourism industries.
2. Demonstrate and evaluate the role 'service' plays in hospitality transactions
3. Show an understanding for the irreplaceable role that human capital plays in the industry
4. Research and apply evidence-based research to issues in hospitality
5. Develop a better understanding of roles and career opportunities within the hospitality and tourism industries
6. Become orientated with the culture and ways of the School of Hospitality, Food, and Tourism Management
7. Develop a better understanding of your personal 'fit' in the industry

## Course Assessment

			Associated Learning Outcomes	Due Date/ location
<b>Assessment 1:</b>	5%	<i>Orientation Hand In Assignment</i>	All	Sunday Sept 20 <sup>th</sup> , Midnight in Dropbox
<b>Assessment 2:</b>	5%	<i>Service Blue Print Assignment</i>	2	Sunday Sept 27 <sup>th</sup> , Midnight in Dropbox
<b>Assessment 3:</b>	5%	<i>Service Profit Chain Assignment</i>	1-7	Sunday Oct 4 <sup>th</sup> , Midnight in Dropbox
<b>Assessment 4:</b>	5%	Understanding the Labour Market Assignment	3,4,5	Sunday Oct 11 <sup>th</sup> , Midnight in Dropbox
<b>Assessment 5:</b>	15%	<i>Service Operations Audit</i>	1,2,6	Sunday Oct 18 <sup>th</sup> Midnight in DropBox
<b>Assessment 6:</b>	10%	<i>Sustainability Assignment</i>	4	Sunday Oct 25 <sup>th</sup> , Midnight Dropbox
<b>Assessment 7:</b>	5%	<i>Know Thy Self on-line assignment</i>	6	Sunday Nov 1 Midnight, Drop Box
<b>Assessment 8:</b>	25%	<i>Careers Report</i>	1-6	Sunday Dec 6 <sup>th</sup> , Midnight Dropbox
<b>Assessment 9:</b>	25%	<i>Final Exam, cumulative</i>	1-7	

**Total** 100%

## 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:

None

### 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 14)**

Topic: Orientation

Reading: None

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

### **Week Two: (Sept 21)**

Topic: External Customer

Focus: Service and its role in hospitality and tourism

Reading: Service Blue Print Article

### **Week Three: (Sept 28)**

Topic: Internal Customer

Focus: Employee engagement and satisfaction

Readings: The Service Profit Chain Article

### **Week Four: (Oct 5)**

Topic: Labour (Macro and Micro Labour Market)

Focus: Issues in the Labour Market

Reading: Assigned Web-sites

### **Week Five: (Oct 19)**

Topics: Supply Chain (What exactly is it?) Sustainability...beyond going green!

Focus: What is the supply chain. Going green in hospitality.

Readings: TBD

**Week Six: (Oct 26)**

Topics: Leadership

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

Readings: Golemans' EQ

**Week Seven: (Nov 2)**

Topic: Tourism

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

Readings: TBD

**Week Eight: (Nov 9)**

Topic: Food-Service

Focus: Guest speakers and a look at the Sectors of the industry

Readings: TBD

**Week Nine: (Nov 16)**

Topic: Hotels and Accommodation

Focus: Guest speakers and a look at the Sectors of the Industry

Readings: TBD

**Week Ten: (Nov 23)**

Topic: Event Management

Focus: Guest speakers and what are Meetings, Events and Conventions

Readings: TBD

**Week Eleven: Nov 30**

Topic: The Supply Side

Focus: Supplier guest speakers and a brief overview of those that supply the industry

Readings: TBD

**Week Twelve: Dec 4**

Topic: Tourism

Focus: Tourism Guest Speakers and Exam Review

Readings: None