HTM4190 Hospitality and Tourism Industry Consultations
Fall 2016
Credit weight: 0.5

General Course Information

Instructor: Mike von Massow

Email   mvonmass@uoguelph.ca
Office Location   MCLN 305
Office Hours   Tuesday and Thursday 1:00 – 2:20 and by appointment
Department/School   School of Hospitality, Food and Tourism Management

TAs   n/a

Class Schedule: Tuesday and Thursday 10:00 – 11:20
                       MACS 121

Pre-requisites: 1 of ACCT2330 or HTM3070, HTM3080

Co-requisites: MGMT3320

Course Description

The course examines management and organization practices as they are applied to typical hospitality and tourism operational issues. Significant decision points and sub-system interrelationships are emphasized.

Course Learning Outcomes

Upon successfully completing this course you will be able to:

1. Understand the role context plays in analyzing and solving operational issues in hospitality and tourism businesses – including lodging and foodservice.

2. Determine what analysis is relevant to solving problems and how to apply such in a critical manner

3. Demonstrate an understanding of the importance of 'relationships' in analysis and decision making. (How decisions affect people)

4. Take your thoughts and ideas and communicate them in a clear and concise manner without the help of guidelines.

5. Apply a 'systems thinking' approach to solving operational issues in hospitality and tourism – including lodging and foodservice businesses.

6. Solve issues in a creative and innovative manner

7. Research and apply evidence-based research to provide solutions for operational issues in hospitality and tourism

8. Understand the concepts of strategy and tactics in the planning process of hospitality and tourism organizations.

Indicative Content

Here is an outline (subject to change) of content to be covered at scheduled lectures:

Thursday September 8:   Course Orientation

Tuesday September 13:   Lecture 1

Thursday September 15:   Lecture 2

Tuesday September 20:   Project 1 – Case 1 – visit and briefing

Thursday September 22:   Project 1, Day 2

Tuesday September 27: Project 1, Day 3

Thursday September 29 : Project 1, Day 4

Tuesday October 4:   Project 1, Day 5

Thursday October 6th: Project 1, Day 6

Tuesday Oct 11: Fall Study Break – no class

Thursday October 13: Guest Speaker, Report 1 Due

Tuesday October 18: Project 2, Day 1

Thursday October 20:   Project 2, Day 2

Tuesday October 25:   Project 2, Day 3

Thursday October 27: Project 2, Day 4

Tuesday November 1   Project 2, Day 5

Thursday November 3:   Guest Speaker, Report 2 Due

Tuesday November 8: Lecture 3

Thursday November 10:   Project 3, Day 1

Tuesday November 15: Project 3, Day 2

Thursday November 17: Project 3, Day 3

Tuesday : November 22: Project 3, Day 4

Tuesday November 29:   Project 3 Day 5

Thursday December 1: Report 3 Due

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	*5%*	*Introductory Assignment*	*2,3,5,7,8*	*Sept 22*
Assessment 2:	*10%*	*Homework Assignments*	*1-8*	*TBA*
Assessment 3:	*30%*	*Project Report 1*	*1-8*	*Oct 13*
Assessment 4	*30%*	*Project Report 2*	*1-8*	*Nov 3*
Assessment 5:	*25%*	*Project Report 3*	*1-8*	*Dec 1*
Total	**100%**			

Teaching and Learning Practices *(as appropriate)*

Lectures
This course uses student centered learning to deliver learning outcomes.   Students are expected to do class pre-work that involves both research and analysis on the project being worked on. This work is critical in allowing the facilitator to help guide students through the solving of the issue. Projects are worked on in a progressive manner and missing a class while working on a project is not recommended.

Labs
None

Seminars
None

Workshops
None

Site/Fieldtrip
The course work is often supported by optional fieldtrips to the place of business of companies being studied. Outside guest speakers are brought in to complement the learning taking place in the course.

Course Resources

Required Texts:

None

Recommended Texts:

None

Lab Manual:

None

Other Resources:

Material will be posted on D2L under course content that is pertinent to the projects. This may include corporate policy manuals, links to articles in trade publications etc.

Field Trips:

TBA

Course Policies

Grading Policies

All project reports are to be handed in at the beginning of class in hard copy. Papers will be deducted 25% for each day late.

Course Policy on Group Work:

There is no formal group work in this course. It is recommended that you work in informal project groups to help create discussion, facilitate ideas and generate research and analysis. Analysis make be created with a partner or groups but must be referenced so in the report. Please consult the instructor if you have any questions..

Course Policy regarding use of electronic devices and recording of lectures

Feel free to record the lectures if you like. Laptops may be used to make notes on the course only. The use of mobile phones in class is prohibited.

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 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 Friday Nov 6. 2015**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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