



## Experiential Learning and Leadership in the Hospitality and Tourism Industry

HTM\*4080

Winter 2021

0.5 Credits

### General Course Information

<b>Instructor:</b>	Bruce McAdams
<i>Email</i>	bmcadams@uoguelph.ca
<i>Office Location</i>	MACS 204
<i>Office Hours</i>	Monday 2-4 and by appointment
<i>Department/School</i>	HFTM

**Class Schedule:** Lectures and seminars are being presented remotely and will be posted on Courselink each Monday by noon. Several 'voluntary drop in chats' will be scheduled during the course of the semester.

**Pre-requisites:** None

**Restrictions:** 14.00 credits and a minimum of 700 hours of verified work experience in the hospitality and tourism industry.

### Course Description

Students will use the eleven components of the Modified Service Profit Chain (MSPC) to analyze and evaluate their work placements to date. Each week the student will have an assigned reading, listening, or viewing, related to a component of the service profit chain. Students will write a short reflection about each component and participate in seminars using a 'coffee-talk discussion' format. Students will be required to write an integrated paper evaluating their work-place and making recommendations using an evidence-based research approach.

### Course Learning Outcomes

**Upon successfully completing this course, you will:**

1. Be able to relate the theory of the MSPC to your work placement environments
2. Show an understanding of how internal service quality impacts organizational success
3. Determine the effectiveness of leadership on internal service quality
4. Explain the role that 'Vision' plays in organizational success
5. Demonstrate and understanding of how employee engagement relates to productivity, customer focus, and retention.

6. Research and apply evidence-based research to a real-life work environment
7. Show an understanding of the difference between customer loyalty and customer advocacy.
8. Identify and evaluate the impact of racism in the hospitality workplace

### Knowledge and Understanding:

This course is designed to use a modified version of Sasser and Heskett's (1993) Service Profit Chain model as a guide for students to analyze and evaluate their work placements to date.

### Discipline/Professional and Transferable Skills:

This course ensures students reflect and evaluate experiences they have had in hospitality and tourism workplaces. Students will be presented with applicable theories and industry best practices to help them succeed in comparable workplaces moving forward.

### Attitudes and Values

Describe the challenges that managers face in addressing complex problems in a diverse and global context.

### Summary of Course Content and Materials

There is a large amount of resources posted on Courselink.

### Course Assessment

			<b>Associated Learning Outcomes</b>	<b>Due Date/ location</b>
<b>Assessment 1:</b>	40%	8 x 5% scheduled reflections/seminar assignments or quiz	LO 1 – 7	<i>Weeks 2,3,6, 7, 9,10 11, and 12</i>
<b>Assessment 2:</b>	20%	Racism in Hospitality Assignment	LO1-7	<i>Week 5, Date TBA</i>
<b>Assessment 3:</b>	40%	Integrated Report on the Modified Service Profit Chain and your workplace	LO 1 - 7	<i>April 19, dropbox at midnight</i>

**100%**

**Total**

Teaching and Learning Practices

**Lectures** Will be pre-recorded and posted on the website Monday mornings.

Course Resources

**Required Text: None**

**Recommended Text: None**

**Other Resources:** My twitter pages @rovingprofessor @SustainableRest as well as my website [www.ugsrp.com](http://www.ugsrp.com) will be of huge value to you in this course.

Class Schedule:

**Week One:** Course Orientation and Introduction to Modified Service Profit Chain (MSPC)

**Week Two:** Vision, Mission and Values as an Organizational Road Map

**Week Three:** Leadership and the MSPC

**Week Four:** Leadership and the MSPC (part 2)

**Week Five:** Break from the MSPC, "Racism in Hospitality"

**Week Six:** Internal Service Quality

**Week Seven:** Employee Engagement, Productivity, Retention and Customer Focus

**Week Eight:** External Service Quality

**Week Nine:** External Service Quality (part 2)

**Week Ten:** Customer Satisfaction

**Week Eleven:** Loyal Customers as Advocates

## Course Policies

### **Grading Policies**

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 25% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

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

### Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

## 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>

### **Equity, Diversity, and Inclusion Statement**

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet

within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

### **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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email [sas@uoguelph.ca](mailto:sas@uoguelph.ca) or see the website: <https://wellness.uoguelph.ca/accessibility/>

### **Course Evaluation Information**

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

### **Recording of Materials**

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

### **Disclaimer**

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website [hyperlink to the website] and circulated by email.

### **Illness**

The University will not require verification of illness (doctor's notes) for the fall 2020 or winter 2021 semesters.

**Drop date**

The last date to drop one-semester courses, without academic penalty, is Monday April 12, 2021. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

<b>Date Submitted to Chair:</b>	
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	