

COURSE # HM 1010

Introduction to Hospitality and Tourism Industry

*2018 - 2019*

**Instructor**

**Instructor:**

**Phone:**

**Email:**

**Office Hours**

**Course**

## Course Description

***This is a Concurrent Enrollment Course, offering both high school credit through \_\_\_\_\_\_\_\_\_\_\_\_\_\_ High School and college credit through Utah Valley University. Credit from this course is transferable to all colleges and universities. Contact the receiving institution for how the credits will be applied.***

In this course, you will learn the basic concepts and skills needed for a career in the hospitality and tourism industry. You will learn about different sectors in the industry such as transportation, accommodations, food & beverage, recreation, entertainment, and travel services. You will also learn marketing skills, customer service skills and trends happening within the industry. By the end of this course, you will have created a personal development plan for your future in the industry. This will include the current skills you could bring to a hospitality/tourism position, as well as the knowledge, skills, and attitudes you still need to develop to contribute to an organization in which you have interest.

**Catalog Description**

Designed for hospitality management majors and as elective credit for other business majors. Provides a basic understanding of the lodging and food service industry by tracing the industry's growth and development. Analyzes management's functions and responsibilities in such areas as administration, organization, communications, accounting, marketing, and human relations. Examines industry opportunities and future trends. Includes lecture, field trips, guest speakers, film, and tapes. Completers should have a knowledge of career opportunities and basic hospitality management principles.

**Course Prerequisites**

This class is available to all high school students in good academic standing. High school prerequisites apply.

## Course Objectives or Learning Outcomes

The purpose of this course is to provide the student with an introduction to the world of business and particularly to business as it applies to the hospitality industry. More specifically, the course will provide an opportunity for you

• to become acquainted with the social, economic and environmental context within

which the hospitality industry operates

• to understand the structure, nature and operating characteristics of the different

sectors of the hospitality industry: transportation, accommodations, commercial and

non-commercial food services, recreation, entertainment, and travel services

• to obtain an appreciation of the various functions of management and their

interrelationships with other key concerns of managers such as marketing, finance and human resource management

• to be able to identify the role of managers in the hospitality industry and to highlight their principal responsibilities

• to provide an opportunity for further developing those skills which are important to

learning, e.g. library skills, study skills, people skills

• to be able to judge whether the hospitality profession suits your abilities, personality, and career interests

**HM 1010 Course-Specific Outcomes**

• Identify the defining characteristics and trends occurring in various sectors within the industry (e.g., accommodations; food and beverage; transportation; recreation;

travel/tourism; entertainment).

• Use basic terminology from the industry in situationally appropriate ways.

• Compare the functions and roles of different career positions within hospitality/tourism,

both in existing organizations and in entrepreneurial settings.

• Identify the personal interests and prior preparation you bring to a career in

hospitality/tourism.

• Identify knowledge, skills, and attitudes needed to develop a successful career in the industry.

• Create an educational and personal development plan to prepare for career

opportunities of interest.

**Required Text and Materials**

TEXTBOOK: NONE. All course learning tools and materials are provided in the Canvas course site

**Department Policies**

**Assessment**

**Instructional and Learning Methods:**

• Open source and current periodical will be the primary source of information for this course

• Supplemental reading and interactive assignments are used throughout course

• Canvas will be used extensively throughout this course

• Check Canvas regularly for announcements regarding class management

• Pay close attention to the Calendar and Grade Book. Inform me quickly of any

discrepancies or concerns.

Prepare

♣ To succeed in this course, you should complete preparation activities (Overview, Readings & Quiz) by the designated deadline.

♣ The weekly assignments are where you will demonstrate your mastery of the course outcomes. These assignments focus on various applications in Hospitality and Tourism. The number of assignments will vary by week with some placing a greater emphasis on these over other course activities. Because of this, due dates will also vary.

♣ At certain points in the course there will also be major assignments due.

**Grading Scale**

Your grade will be determined by dividing the number of points you earn by the total points possible.

Grades will be assigned based on the following scale:

**A** 93% and above

**A-** 90%-92%

**B+** 87%-89%

**B** 83%-86%

**B-** 80%-82%

**C+** 77%-79%

**C** 73%-76%

**C-** 70%-72%

**D** 60%-69%

**F** Below 59%

**Grades and Credit**

Your grade for this class will become part of your permanent college transcript and will affect your GPA. A low grade in this course can affect college acceptance and scholarship eligibility.

**University Policies**

**Academic Integrity**

Utah Valley University expects all students to maintain integrity and high standards of individual honesty in academic work, to obey the law, and to show respect for others. Students of this class are expected to support an environment of academic integrity, have the right to such an environment, and should avoid all aspects of academic dishonesty. Examples of academic dishonesty include plagiarizing, faking of data, sharing information during an exam, discussing an exam with another student who has not taken the exam, consulting reference material during an exam, submitting a written assignment which was authored by someone other than you, and/or cheating in any form.

In keeping with UVU policy, evidence of academic dishonesty may result in a failing grade in the course and disciplinary review by the college.  Any student caught cheating will receive, at minimum, zero points on that particular assignment for the first offense.  A second offense can result in failing the course and will entail being reported to Student Advising.  Academic dishonesty includes, in part, using materials obtained from another student, published literature, and the Internet without proper acknowledgment of the source.   Additional information on this topic is published in the student handbook and is available on the UVU website.

### **Student Code of Conduct**

All UVU students are expected to conduct themselves in an appropriate manner acceptable at an institution of higher learning. All students are expected to **obey the law**, to **perform contracted obligations**, to **maintain absolute integrity and high standards** of individual honesty in academic work, and to observe a **high standard of conduct for the academic environment**.

The Student Rights and Responsibilities Code, or Code of Conduct, outlines for students what they can expect from the University and what the University expects of them.

Students should review their Rights and Responsibilities. The Code of Conduct also outlines the process for academic appeals, and appeals related to misconduct and sanctions. It can be found at <http://www.uvu.edu/studentconduct/students/>

**Student Responsibilities**

You are expected to take an active role in the learning process by meeting course requirements as specified in written syllabi. Faculty members have the right to establish classroom standards of behavior and attendance requirements. You are expected to meet these requirements and make contact with faculty members when unable to do so.

**Withdrawal Policy**

If you do not wish to take this course or find that you are unable to continue, you should officially withdraw by the deadline stated in the current semester UVU Student Timetable.

You can officially withdraw from a course by dropping it through the online registration system or the campus One Stop desk (BA 106) by the listed date. If you officially withdraw from a course by the "Last Day to Drop and Not Show on Transcript," the course will not appear on your academic transcripts. If you officially withdraw from a course by the "Last Day to Withdraw," a "W" will appear on your transcripts. Although your GPA will not be affected — a "W" will indicate that you chose to withdraw. If you fail to complete the course and do not drop it before the "Last Day to Withdraw," a "UW" or "E" (a failing grade) will appear on your transcripts.

Withdrawing from a course may impact your financial aid status. For more information, see: UVU Financial Aid.

**Cheating and Plagiarism Policy Procedures**

This document was taken from the Utah Valley University Policy 541, The Student Rights and Responsibilities Code

5.4.4 Each student is expected to maintain academic ethics and honesty in all its forms, including, but not limited to, cheating and plagiarism as defined hereafter:

1) Cheating is the act of using or attempting to use or providing others with unauthorized information, materials, or study aids in academic work. Cheating includes, but is not limited to, passing examination answers to or taking examinations for someone else, or preparing or copying another's academic work.

2) Plagiarism is the act of appropriating another person's or group's ideas or work (written, computerized, artistic, etc.) or portions thereof and passing them off as the product of one's own work in any academic exercise or activity.

3) Fabrication is the use of invented information or the falsification of research or other findings. Examples include but are not limited to:

a) Citation of information not taken from the source indicated. This may include the incorrect documentation of secondary source materials.

b) Listing sources in a bibliography not used in the academic exercise.

c) Submission in a paper, thesis, lab report, or other academic exercise of falsified, invented, or fictitious data or evidence, or deliberate and knowing concealment or distortion of the true nature, origin, or function of such data or evidence.

d) Submitting as your own any academic exercise (written work, printing, sculpture, etc.) prepared totally or in part by another.

### **Students with Disabilities**

**Students who need accommodations because of a disability** may contact the UVU Office of Accessibility Services (OAS), located on the Orem Campus in LC 312. To schedule an appointment or to speak with a counselor, call the OAS office at 801-863-8747. Deaf/Hard of Hearing individuals, email [nicole.hemmingsen@uvu.edu](https://owa.uvu.edu/owa/redir.aspx?C=r3xUa4y2bkalWljgIj1VXM3KzYlusNIIESMqIpkF5USfG-H3cUMstYl8DNScKc_quB49PvOQ-l0.&URL=mailto%3anicole.hemmingsen%40uvu.edu) or text 385-208-2677.

**Religious Accommodations**

At the beginning of each semester, you shall promptly review the course syllabus and class schedule and notify faculty to request an accommodation for sincerely held religious beliefs and practices using the *Religious Accommodation Request Form*.

**Dangerous Behavior**

The faculty member has the right to demand and secure the immediate removal of any person from the classroom whenever the faculty member determines, to the best of his or her knowledge or belief, that the person's actions are threatening or dangerous to students or themselves. If the faculty member cannot resolve a disruptive situation, the faculty member may request that the disruptive person(s) leave the classroom. If the disruptive person(s) will not leave voluntarily, the faculty member may call University Police for assistance. The incident shall be reported to the Dean of Students and to the Director of Judicial Affairs in accordance with Policy 541 *Student Rights and Responsibilities Code*.

**Discriminatory, Exclusionary, or Disruptive Behavior**

Faculty members observing discriminatory, exclusionary, or disruptive behavior follow procedures described in UVU Policy 541 *Student Rights and Responsibilities Code.* 5.6

**Attendance**

Attendance in this class is not mandatory due to the different learning preferences with each student. However, class will be held according to the schedule on the top of this syllabus. Chapters will be covered in class as listed in the semester schedule below. Class will consist of chapter reviews, discussion and group activities.

**Policies/References**

1. Policy 541: Student Rights and Responsibilities Code <https://www.uvu.edu/catalog/current/policies-requirements/student-rights-and-responsibilities.html>
2. Policy 601: Classroom Instruction and Management. <https://policy.uvu.edu/getDisplayFile/5750ed2697e4c89872d95664>
3. Policy 635: Faculty Rights and Professional Responsibilities. <https://policy.uvu.edu/getDisplayFile/563a40bc65db23201153c27d>

**Definitions**

* 1. Syllabus: An agreement between faculty and students that communicates course structure, schedule, student expectations, expected course outcomes, and methods of assessment to students.

### **Dropping the Class**

### \_\_\_\_\_\_\_\_\_ is the last day to drop the course without it showing on your transcript.

\_\_\_\_\_\_\_\_\_ is the last day to withdraw from the class.   
If you drop the high school class, you must also withdraw from the UVU class to avoid receiving a failing grade.

Due dates and this syllabus may change at the instructor’s discretion due to the needs of the class members.