

Fall 2015

HRT 6001

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University of New Orleans

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**The Lester E. Kabacoff
School of Hotel, Restaurant and Tourism Administration
HRT 6001-Survey of Hospitality & Tourism
Fall 2015**

Course Title/Number: Survey of Hospitality & Tourism/HRT 6001

Day/Time/Place of Class: Monday/6:00-8:45 p.m./KH 223

Instructor's Name: Dr. Kim Williams

Office: Kirschman Hall 462

Phone: 280-5503

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Office Hours: Monday 8 – 12 p.m.

Tuesday & Thursday 8:30 a.m. – 9:30 a.m.

Course Description: Survey of Hospitality and Tourism is developed to provide an introduction to the hospitality industry.

Required Text: *Tourism: The Business of Hospitality and Travel*. 5th edition. Roy A. Cook, Cathy Hsu, Joseph Marqua. ISBN: 978-0-13-311353-2

Course Prerequisites: None

Student Learning Objectives:

- Identify the sectors and segments of the hospitality industry.
- Learn the various unique aspects of the segments.
- To understand the basic operating principles, industry concepts, and terms related to the hospitality industry
- Acquire an overarching knowledge of the economic impact of the industry.

Learning Resources:

The course will utilize a range of resources. These will include the use of other publications to support the learning in this course, key industry speakers, current research, field trips, and industry seminar results.

Grading Scale:

A: 540-600 points B: 480-539 points C: 420-479 points D: 360-419 F: 0-359

**Grades are not rounded for the purpose of calculating the final grade.*

Grading for the Course:

| | |
|--|-------------------|
| Moodle Quizzes | 100 points |
| Midterm Exam | 100 points |
| Final Exam | 100 points |
| HotelSim | 100 points |
| Research Articles Progress/Summary | 100 points |
| Attendance/Participation/Class Assignments | 100 points |
| Total Possible Points | 600 points |

Attendance/Participation/Class Assignments:

Attendance will be taken in each class. Points for attendance, participation, and class assignments will be awarded as follows:

| | |
|---|------------|
| 0-2 absences, class participation, and miss no more than 2 class assignments= | 100 points |
| 3 absences, class participation, and miss no more than 3 class assignment= | 50 points |
| 4 absences, class participation, and miss no more than 4 class assignments= | 15 points |
| More than 4 absences will automatically result in zero points | 0 points |

Students are required to be on time for each class. Students who are late for class will receive only half credit for attendance for that day. Students who leave early will receive only half credit for attendance for that day. *Missing a fieldtrip will count as a double absence.* **Please turn off all phones and electronic equipment prior to class.**

Assignments:

Assignments will be provided throughout the semester. Directions will be provided separately. No emailed assignments will be accepted. Students are expected to turn in the assignment on time and be prepared to speak to the class on the subject of the assignment. In addition, any support material that is part of the assignment should be returned with each assignment, or the assignment will be considered late. Late penalties will be assessed. See below. All assignments are due at the beginning of class. In class assignments are due at the end of class.

Late Assignments:

No in class assignments will be accepted at a later date. They will be accepted only if you are physically present and the assignment is submitted prior to the end of class. All other assignments will be penalized 10 points for each day that it is late beginning with the date that the assignment is due. No late assignments will be accepted three days or more after the due date.

Writing Assignment Guidelines:

There are two documents that will assist students in written assignments for this class and are available in the Moodle site for the class. The first document is titled “Constructing Outlines” and should be used to formulate a proper outline for a written assignment. The second document is titled “APA minireference guide” and is a condensed version of the APA style requirements for citing references and sources that have been used in the written assignment.

Career Fair:

The HRT department in conjunction with the Greater New Orleans Hotel & Lodging Association will host a career fair with more than 30 employers in attendance on Tuesday, September 22, 2015. This is a great opportunity to network or seek a job to meet the work experience requirement.

Field Trips:

We will have scheduled field trips to various hospitality/tourism related businesses. Please wear business/professional attire! Field trips will be announced and may be rescheduled due to unforeseen scheduling conflicts. Check your email daily for updates.

Classroom & Fieldtrip Etiquette:

During **class** time and on fieldtrips, students **are** expected to:

- 1) Arrive to class/fieldtrips on time.
- 2) Remain in class until class is dismissed and not pack bags prior to dismissal.
- 3) Refrain from reading non-class related materials, **including text-messages on cell phones.**
- 4) Refrain from working on other class assignments.
- 5) Give the instructor and guest speakers their undivided attention.
- 6) Refrain from participating in personal conversations with other students, orally, in writing, or by text-messaging.
- 7) Respect others’ opinions and viewpoints including your classmates and guest speakers.
- 8) To act professionally on all fieldtrips. Drinking alcohol is prohibited!
- 9) Remain visibly awake, and
- 10) **Turn off all electronic devices including cell phones and laptop computers.**

University Policy on Academic Integrity

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

Statement of Accommodations for Students with Disabilities

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

Sexual Harassment Policy

Purpose: To reaffirm the University's policy against sexual harassment in any and all areas of the University environment. Harassment on the basis of sex is a violation of Section 703 of Title VII of the Civil Rights Act of 1964. Additionally, sexual harassment subverts the mission of the University. It is necessary, therefore, to prohibit such behavior to protect both the individuals involved and the University.

General Policy: Sexual harassment is unacceptable behavior and will not be tolerated. Sexual harassment is a violation of state and federal law. Sexual harassment has a negative impact on the functioning of the University. Consequently, all member of the University community must be sensitive to the possibility of sexual harassment whether intended or inadvertent. Individuals must recognize this potential and act to prevent it. When sexual harassment has occurred, the University shall take effective and expeditious action.

Individuals in supervisory positions must be aware of their role as agents of the University and shall make every effort to censure such behavior when it occurs. Any member of the University community who is informed of a possible incident of sexual harassment shall make the informer aware of the existence of the University's policy and procedures.

All members of the University community must learn to recognize sexual harassment when it occurs and should be aware of the policy and procedures which govern the handling of allegations of sexual harassment fairly and expeditiously. Since those who may be subjected to sexual harassment may experience disruption in their work or academic environment and may fear retaliation and public notoriety, investigative procedures must protect their privacy as much as possible.

The University's Sexual Harassment Policy is available online via the UNO webpage (www.uno.edu).

Harassment and Discrimination Policy

The University of New Orleans is a multicultural community composed of diverse students, faculty, and staff. A fundamental principle of the University of New Orleans is that there be an environment of mutual tolerance and respect, which is free of hostility toward, discrimination against, or harassment of any person based on race, color, religion, sex, disability, national origin, age, sexual orientation, marital or veteran status, or any other status protected by law. Every member of the university community is held strictly accountable for his or her behavior with regard to this standard. The Policy is available online via the UNO webpage (www.uno.edu).

HRT 6001 – Survey of Hospitality & Tourism
Fall 2015 Tentative Course Schedule*

| Date | Topic | Quiz/Readings** | Assignment Due |
|--------------|--|----------------------------|------------------------------|
| August 24 | Introduction to Course/Syllabus & Survey of Students | | |
| August 31 | Introduction to the Tourism Industry | Chapter 1 | |
| September 7 | Labor Day Holiday. No class. | | |
| September 14 | Marketing Tourism-Ad | Chapter 2 | |
| September 21 | Delivering Quality & Conducting Research-STR | Chapter 3 | |
| September 28 | Field Trip | Chapter 4 | |
| October 5 | Tourism Research | Chapter 5/Assigned Reading | |
| October 12 | <i>Exam 1 & Select Topics and Publications</i> | | |
| October 19 | Technology's Competitive Advantages | Chapter 6 | Read Hotel Game Reports |
| October 26 | Field Trip | Chapter 7 | Hotel Game |
| November 2 | Accommodations & Food and Beverage | Chapter 8 | Hotel Game |
| November 9 | <i>TBA-Prepare Report</i> | Chapter 9 | Hotel Game & Progress Report |
| November 16 | Attractions and Entertainment/Research Meetings | Chapter 10 | Hotel Game-Report |
| November 23 | Destinations | Chapter 11 | Research Topic Report Due |
| November 30 | Country Club Tour-New Orleans Country Club @ 6 p.m. | | |
| December 7 | <i>Final Exam: 5:30 – 7:30 p.m.</i> | | |

**The Schedule may be revised to accommodate guest speakers/fieldtrips.*

***Additional readings may be assigned and found in Moodle.*