

University of North Texas
Hospitality & Tourism Management
College of Merchandising, Hospitality & Tourism
"Recent Developments in the Hospitality Industry"
 HMG T 3920.001
 Spring 2017

CATALOG DESCRIPTION: 3 hours. An extensive study of current developments facing employers in the hospitality industry. Particular emphasis is given to selected readings and case studies dealing with societal, consumer and operational management issues and trends.

PREREQUISITES: Junior standing or consent of instructor.

CLASS MEETINGS: Thursday 9:00 – 11:50 am; Matthews Hall 109

INSTRUCTIONAL MATERIALS:

- Textbook (Optional): *Future Savvy*. By Adam Gordon. ISBN-13: 978-0-8144-0912-1 or ISBN -10: 0-8144-0912-1. AMACOM, 2009.
- Reading List and Current articles from journals, magazines, newspapers, the Internet, etc.

INSTRUCTOR: Harold S. Lee, Ph.D.
 Office: Gateway 064 & Chilton 359G
 E-mail: Harold.Lee@unt.edu
 Phone: 940.565.3182 (GATE)

OFFICE HOURS: Mon & Wed 10:00 am – 12:00 pm @ Gateway 064 or
 Tue & Thurs 2:00 pm – 4:00 pm @ Chilton 359G or
 By appointment

COURSE OBJECTIVES:

Upon completion of the course, students will be able to:

- Identify and analyze the many influences impacting today's hospitality businesses
- Analyze sources of information for relevant and reliable content
- Identify recent developments in the areas of social responsibility, ecology, ethics, diversity, legislation, change/downsizing, finance/accounting, marketing, political factors, human resource management, societal and demographic changes, and employee and customer safety/security, and their role in the hospitality industry.
- Conduct in-depth research of current issues using trade publications, newspapers, journals, and the Internet.

CLASS PARTICIPATION & ATTENDANCE:

Class participation and attendance are very important for all classes but especially for one that meets only once a week. During the semester, there will be many in-class activities. There will be no makeup opportunities for any in-class activities. Up to 20 points of your total grade will be given for participation. There will be no makeup of attendance under any circumstances except recognized University absences. All students must arrive promptly for each class session and remain for the entire session to be considered present. Roll will be taken each class at a random time each week. Up to 30 points of your total grade will be given for attendance. Three unexcused absences or more will earn no points for attendance. The points for attendance is further broken down as follows:

Miss one class	No points subtracted from 30 points
Miss two classes	15 points will be subtracted
Miss three classes	30 points will be subtracted
Miss four or more	One letter grade will be decreased

Written documentation from your doctor or other relevant individual must be submitted for absences to be considered as medically excused. Acceptable excuses for absence are extreme personal illness, family death, or serious emergency. If you have an excused absence, contact the instructor by the following Monday to address missed work and identify upcoming assignments. If you miss class for an unexcused reason you still need to make contact to determine what assignments are due the following week. Coming to class without checking and preparing for the upcoming class may cause you to lose more points for any work due that week. Use your Blackboard email to correspond with the instructor.

EXAMINATIONS:

There will be two examinations on this course. Examinations will be given during the regularly scheduled sessions. Examinations will be based on material presented in lectures, reading assignments, guest speakers, industry visitations, and group discussions. Examinations may be made up only if there is an excused absence as defined in Class Attendance.

CLASS ASSIGNMENTS:

This may include both outside and in-class assignments. Some assignments will be given during regularly scheduled class time using various course materials. If you are not present in class at that time you cannot make up the assignment. If the absence is excused then an alternative assignment may be given. Some assignments may require students to present their information to the class. If the student is not present when presentation is due, then those points cannot be made up.

WRITTEN ASSIGNMENTS:

All assignments given to the instructor are to be typed. All papers should be carefully written and proofread prior to being submitted. Papers should follow the guidelines on the assignment sheet. All projects are to be written on standard letter-size paper, using a standard 12-point font and 1 inch margin. Write the report according to the prescribed outline and instructions. Make a copy of the report and all projects for your records. Most will be submitted on Blackboard.

ALL PROJECTS ARE DUE AT THE BEGINNING OF CLASS ON THE DUE DATE
LATE WORK WILL BE PENALIZED 50% OF THE TOTAL GRADE;
AFTER ONE WEEK, NO POINTS MAY BE EARNED

REFERENCES FOR WRITTEN PAPERS:

References must be included for any written work submitted that uses published information or is based on personal interviews. Published information includes all printed (hard copy) sources as well as Internet or electronic sources. When writing a paper, newsbrief, etc., include all references in a bibliography. All direct quotations and paraphrased information must be properly cited. Students are expected to use the referencing style described in the APA Publishing manual.

Sample citations:

Herman, F., and Collen, T. (1986). Ethics in business instruction. The Cornell Hotel and Restaurant Administration Quarterly, 27 (2), 49-52.

Naisbett, J. (1981). Megatrends: ten new directions transforming our lives. New York: Warner Books, Inc.

Example for Internet sites:

U.S. Food and Drug Administration, Center for Food Safety and Applied Nutrition, Healthy People 2000. (1995, September). Status report food safety objectives healthy people 2000. Retrieved on August 22, 2004 at: <http://vm.cfsan.fda.gov/~mow/hp2kintr.html>.

CLASS ASSIGNMENTS/PROJECTS:

- *Current News Article Assignments*: Student will find and read one current news or articles in terms of hospitality industry and write a summary of news or articles about 2 or 3 pages. The written summary should include the followings: (1) Include a cover page. (2) Summarize the whole story of current news or article. (3) State your reaction or reflection to each of news or articles in terms of tourism industry. (4) Finally, based on your reading of your news or articles, provide two in-depth questions. In addition, the news or article website or link should be included in the summary. This assignment is worth 40 points of your total grade. **This assignment should submitted via Blackboard and the due dates will be on 9:00 am by March 23.**
- *Hospitality Career Expo Assignment*: **Hospitality career Expo will be held on Wednesday, March 22th from 10:00 am to 2:00 pm at Student Union Ballroom.** Each student must attend this event and complete this assignment. This assignment is worth 35 points of your total grade. **This assignment must be submitted via Blackboard by 9:00 am on March 30.** Please see detailed and additional information for this assignment on Blackboard.
- *Executive Interview Project*: Please see detailed information for this assignment on Blackboard.
- *Topic Paper & Presentation*: Please see detailed information for this assignment on Blackboard.

GRADE SHEET:

Activity	Possible Points	Points Attained
Syllabus Agreement Form	5 points	
Attendance	30 points	
Participation	20 points	
Current News Article Assignment	40 points	
Weekly Assignment	125 points	
Hospitality Career Expo Assignment	35 points	
Executive Interview Project	50 points	
Topic Paper & Presentation	50 points	
Two Exams (Midterm & Final Exam)	75 points each	
Total Possible Points	500 points	
Extra Credit Opportunities: <ul style="list-style-type: none"> • Perfect attendance: 5 pts • SPOT evaluation: 5 pts • Executive In Residence Lecture featuring Todd Graves, CEO and Founder of Raising Cane's Chicken Fingers (2/7; 10am – 12pm @Gateway Ballroom): 5 pts (Write a brief two page report on their impressions of the event by 2/16) 		

*This is subject to change during the semester with updates from instructor during class time.

Final Course Grade**% of Total Possible Points**

A	90 or higher
B	80-89
C	70-79
D	60-69
F	Less than 60

DEPARTMENT OF HOSPITALITY AND TOURISM (HTM)**VISION OF THE HOSPITALITY & TOURISM MANAGEMENT PROGRAM**

To be a global leader in advancing education, creating knowledge, and shaping the hospitality and tourism professionals of the future.

MISSION OF THE HOSPITALITY & TOURISM MANAGEMENT PROGRAM

Educating students for leadership in the global hospitality and tourism industries and advancing the profession through excellence in teaching, research, and service.

PROGRAM LEARNING OUTCOMES

Upon GRADUATING with a Bachelor of Science in Hospitality and Tourism Management, students will be able to:

1. Demonstrate basic knowledge of theoretical constructs pertaining to the hospitality and industries.
2. Apply the basic principles of critical thinking and problem solving when examining hospitality and tourism management issues.
3. Apply technical aspects of the hospitality and tourism industry.
4. Demonstrate professional demeanor, attitude, and leadership needed for managerial positions in the hospitality industry.

ACADEMIC REQUIREMENTS

Beginning Fall 2013, students entering UNT who wish to pursue the Bachelor of Science with a major in Hospitality and Tourism Management enter as pre-majors. To declare a major in hospitality management, a student must have completed at least 45 hours of college course work, including HMGT 1420, HMGT 1470, HMGT 1500, HMGT 2280, HMGT 2480, HMGT 2790 and HMGT 2860, have a cumulative UNT GPA of at least 2.5, and have completed at least 100 documented work hours in the hospitality industry. A grade of C or above must be earned in each merchandising and hospitality management course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, MDSE, HFMD, DRTL and HMGT.

Pre-majors who have completed these requirements and who have a cumulative GPA of at least 2.5 may file a formal application for major status. Approved majors may then enroll in those advanced courses designated “hospitality majors/minors only.”

- Continuing students majoring in Hospitality and Tourism Management are required to have a minimum grade point average of at least 2.35 on all courses completed at UNT.
- A grade of C or above must be earned in each merchandising, digital retailing, hospitality and tourism management course completed in residence or transferred to UNT.

Academic requirements for graduation with a BS from the College of Merchandising, Hospitality and Tourism include:

- A minimum of 2.5 grade point average in the professional field, with minimum grades of C required in all CMHT, MDSE, HFMD, DRTL and HMGT courses.
- A minimum of 2.5 grade point average in all courses completed at UNT

For additional information regarding requirements and policies, refer to the 2013-2014 UNT Undergraduate Catalog.

DO YOU WANT TO GRADUATE ON TIME?

- A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Advisors help you sequence courses correctly for an “on time” graduation. Ultimately, it is a student’s responsibility to ensure they have met all prerequisites before enrolling in a class.
- Students who have not met prerequisites will not be allowed to remain in a course.
- Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

COULD YOU BE DROPPED?

- It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through the 12th class day (January 31, 2017) to insure you have not been dropped for non-payment of any amount. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc.
- Students cannot be reinstated for any reason after the 12th class day regardless of situation. It is the student’s responsibility to ensure all payments have been made.

HAVE YOU MET WITH YOUR ADVISOR?

- ALL students should meet with their Academic Advisor at least one time per semester (Fall & Spring). Update your degree plan regularly to stay on track for a timely graduation.
- All pre-majors MUST meet with their Academic Advisor to receive an advising code to register for classes each semester.

Advising Contact Information (Chilton Hall 385 – 940.565.4635)

Merchandising and Retailing A-L	Amanda Johnson
Merchandising and Retailing M-Z	Brittany Barrett, MSIS
Hospitality Management A-L	Jaymi Wenzel
Hospitality Management M-Z	Philip Aguinaga, M.Ed.
Home Furnishings & Digital Retailing	Kelly Ayers, M.Ed.

ARE YOU RECEIVING FINANCIAL AID?

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total registered hours per semester.
- Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

WHAT IS SPOT?

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on how the course is taught. Student feedback is important and is essential as we strive for excellence.

DO YOU KNOW THE DATE/TIME OF THE FINAL EXAM IN THIS COURSE?

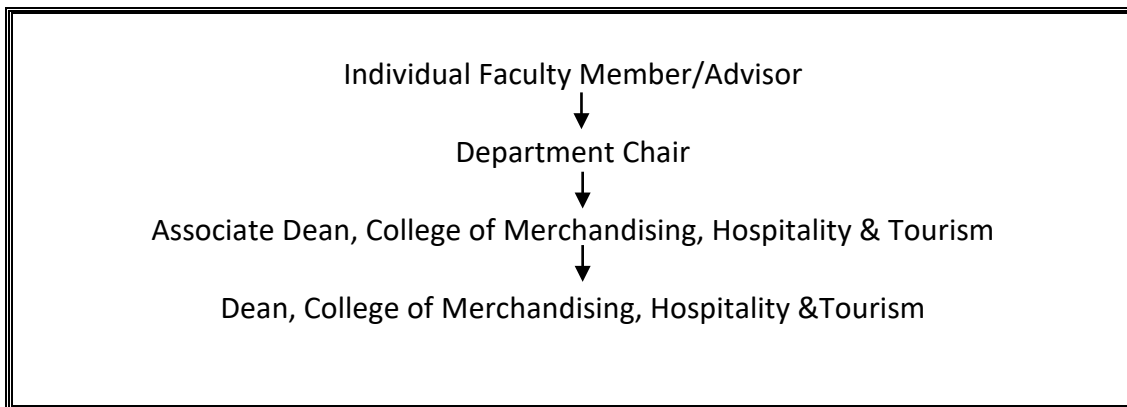
Final exams or other appropriate end of semester evaluations will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. ***Please check the calendar early in the semester to avoid any schedule conflicts.***

DO YOU KNOW THESE IMPORTANT DATES IN SPRING 2017?

January 16	MLK Day – UNT Closed (No classes)
January 17	Classes begin (Tuesday)
January 20	Last day for change of schedule other than a drop. (Last day to add a class.)
February 7 10 am – 12 pm	Hospitality – Executive In Residence Lecture (Featuring Todd Graves, CEO and Founder of Raising Cane’s Chicken Fingers at Gateway Ballroom)
March 13 – 19	Spring Break – No classes
March 22	Hospitality Career Expo at Student Union Ballroom
April 6	CMHT Annual Symposium
April 17	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
April 21	Last day to Withdraw (drop all classes). Last day for an instructor to drop a student with a grade of WF for nonattendance.
May 4	Last regular class day
May 5	Reading Day (no classes)
May 6 - 11	Final Exams (<i>Exams begin on Saturday</i>)
May 12 - 13	Commencement – Check the UNT website for specific dates and times for graduation events.

DO YOU KNOW WHO TO CONTACT FOR A COURSE-RELATED OR ADVISING ISSUE?

Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



DO YOU REQUIRE SPECIAL ACCOMMODATIONS?

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

ARE YOU AWARE OF SAFETY REGULATIONS?

Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

DO YOU KNOW THE PENALTIES OF ACADEMIC DISHONESTY?

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

DO YOU MEET ALL EXPECTATIONS FOR BEING ENROLLED IN A COURSE?

- Students are expected to be respectful of others, i.e., other students and faculty. Behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT.
- Students engaging in unacceptable behavior will be directed to leave the classroom and may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNT's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

ARE YOU THINKING ABOUT DROPPING COURSE?

- A decision to drop a course may affect your current and future financial aid eligibility. Visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. Talk to your academic advisor or Student Financial Aid if you think about dropping a course.
- A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course*.

If approved, the instructor will contact the Director of CMHT Advising in Chilton 385 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the CMHT Director of Advising for instructions.

DO YOU KNOW WHAT YOU MAY BE MISSING?

- Your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information.
- The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

ARE YOU CONSIDERING TRANSFERRING A COURSE TO MEET UNT DEGREE REQUIREMENTS?

Any CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all CMHT degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence **must have prior advisor approval**.

ARE YOU AN F-1 VISA HOLDER?

- To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component must be approved in advance by the instructor and can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.
 - If such an on-campus activity is required, it is the student's responsibility to do the following:
 - (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
 - (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.
- Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DO YOU KNOW WHAT TO DO IN AN EMERGENCY OR UNT CLOSURE?

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu.

- Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.
- In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

TUTORING SERVICES

UNT offers free tutoring services through the Learning Center. Please go to the Learning Center website to sign up (<http://learningcenter.unt.edu/tutoring>). In addition, as their service project, Eta Sigma Delta (ESD) International Hospitality Management Honor Society members have offered their time to tutor Hospitality and Tourism Management students. If you need tutoring, please contact hospitalitytutoring@yahoo.com. Place the following message in the Subject line of the e-mail: **URGENT!!! Need Tutoring**. In the body of the message, include your cell phone number and the number and name of the class with which you need help. The Tutoring Coordinator of ESD or another ESD member will then contact you directly to help you identify a tutor. Please remember that this is a VOLUNTEER service. The ESD students will make every effort to meet your needs, but they may be unable to accommodate your schedule or the specific topic with which you need help. This service is only available during the Fall and Spring semesters; it is not available during the summer sessions.

Tentative Course Schedule

Date	Topic / Assignment / Project Dues
Jan. 19	1) Introduction 2) Course Overview & Syllabus
Jan. 26 Class will be held in Willis Library Room 250H	1) Guest Speaker (9:00 am): Dr. Susan Smith, UNT Libraries - Information Sources, Where to Access –Relevant and Reliable Sources 2) Discussion of fads and trends 3) Interview project review
Feb. 2	1) Weekly Assignment 1 Due by 9:00 am 2) Syllabus Agreement Form Due at the beginning of class 3) Complete discussion of fads and trends 4) Andrew Freeman and Associates, 2017 Trends Report: The Year of Multiple Personalities in Food, Beverage and Hospitality
Feb. 9	1) Interview Project Follow up 2) Technology, Internet and Social Media 3) Social media usage in the hospitality industry Discussion
Feb. 16	1) Weekly Assignment 2 Due by 9:00 am 2) STR Market Study Presentation by your Instructor 3) Guest Speaker (10:30 am): Duane Vinson, VP, Smith Travel Research — Industry Overview: Hotels and Lodging 2017
Feb. 23	1) Weekly Assignment 3 Due by 9:00 am 2) Customization and Localization of Products and Services 3) Guest Speaker (9:00 am): Lynn Roberts, Senior VP, Development & Capital Markets, Ambridge Hospitality —Trends in Hotels with Segmentation
March 2	1) Interview Project Due and Interview Presentations Complete 2) Review for Midterm exam
March 9	1) Topic Paper Project review and last day to sign up 2) Midterm Exam
March 16	Spring Break (No class)
March 23	1) Current News Article Assignment Due by 9:00 am 2) Possible Guest Speaker (TBA): Norman Smith, GM, WinStar World Casino and Resort – Gaming Industry Overview 2) Trend in Responsible and Sustainable Travel
March 30	1) Hospitality Career Expo Assignment Due by 9:00 am 2) Sustainability in Our Oceans and the effect on hospitality 3) Possible Guest speaker (TBA): F&B Manager, Four Seasons Resort and Club Dallas at Las Colinas
April 6	1) Weekly Assignment 4 Due by 9:00 am 2) Professional Associations: Value and Industry Impact 3) Impact of “Lifestyle” Brand vs. Product - Brand Marketing
April 13	1) Weekly Assignment 5 Due by 9:00 am 2) Possible Guest Speaker (TBA): Bob Goldin, Exec. VP, Technomic, Inc. - Industry Overview: Food Service Industry 2017 3) Globalization and Hospitality
April 20	1) Weekly Assignment 6 Due by 9:00 am (TBA) 2) Topic Paper and Presentation – First Group
April 27	1) Topic Paper and Presentation – Second Group
May 4	1) Course Wrap-Up & Review for final exam
May 11	Final Exam 8:00 am – 10:00 am

HMGT 3920.001
Recent Development in the Hospitality Industry
Spring 2017 Syllabus Agreement Form

Worth 5 points

Detach this syllabus agreement and submit it (with signature) in class by **February 2, 2017**. Before signing the agreement, dedicate some time to read the syllabus in detail. If you have any questions, ask them in class or email them.

My signature below indicates that I have read and understand all of the policies of this class. I am aware of the due dates for all course assignments as well as the dates and times for the exams, projects, homework in HMGT 3920. I hereby agree to abide by all policies as outlined in this syllabus and understand the penalties for non-compliance.

Signature: _____

Name (print): _____

Date: _____