

University of North Texas
Hospitality & Tourism Management
College of Merchandising, Hospitality & Tourism
"Recent Developments in the Hospitality Industry"
 HMG T 3920.001
 Spring 2019

CATALOG DESCRIPTION: 3 hours. 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. Supported in part by Ben E. Keith Lectureship Series.

PREREQUISITES: None

CLASS MEETINGS: Chilton 388

CLASS TIME: Tuesday from 5:30 pm to 8:20 pm

INSTRUCTIONAL MATERIALS:

- No required textbook for this course
- Reading List and Current articles from journals, magazines, newspapers, the Internet, etc.

INSTRUCTOR: Harold S. Lee, Ph.D.
 Office: Chilton Hall 355C
 E-mail: Harold.Lee@unt.edu *(Email is the best method to reach out to me!)*
 Phone: (940) 565-3182

OFFICE HOURS: Mon, Wed & Thu 10:00 am – 11:00 am; Tue 3:00 pm – 4:00 pm; 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.

PARTICIPATION:

Class participation is 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 (individual or group works, ask questions to the guest speakers). There will be no makeup opportunities for any in-class activities. Up to 20 points of your total grade will be given for participation.

ATTENDANCE

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

Miss One class	30 points
Miss Two classes	15 points
Miss Three classes	0 point
Miss Four or more	*One-letter grade will be downgrading (A to B, B to C, C to D)

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 ASAP 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 UNT or personal email to correspond with the instructor.

EXAMINATION:

There will be one examination on this course. Examination 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. Examination 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 of written assignments will be submitted on Canvas.

ALL ASSIGNMENTS 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, news brief, 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:

- Min, J., Lee, H., & Blum, S. C. (2018). Spillover Impact of Non-Gaming Amenities on Gaming Volumes. *Cornell Hospitality Quarterly*, 60(3), 262–269.
- Naisbitt, J. (1984). *Megatrends: ten new directions transforming our lives*. New York: Warner Books.

Example for Internet sites:

- Willcox, K. (2020, January 4). Sustainable Wine? Or Just Greenwashing?: Wine-Searcher News & Features. Retrieved January 8, 2020, from <https://www.wine-searcher.com/m/2020/01/sustainable-wine-or-just-greenwashing>.

CLASS ASSIGNMENTS/DISCUSSION/PROJECTS:

- **Field Trip Summary:** During the semester, all students will visit a hospitality operation with instructor. The main content should focus on your overall impression of the organization as well as recognizing the current trends of the organization. More specific guideline of this project will be provided during the semester.
- **Online Discussions:** This assignment will be given during regularly scheduled class time using various course materials. Your instructor will post the assignment guideline on Canvas. All due dates are indicated on course schedule.
- **Weekly Assignments:** This assignment will be given during regularly scheduled class time using various course materials. Your instructor will post the assignment guideline on Canvas. All due dates are indicated on course schedule.
- **Executive Interview Project:** The goal of this project is to interview a hospitality executive. The individual chosen should be in an upper level position such as general manager of a property, owner with direct knowledge of daily operations, or district or regional management positions for a chain or brand. Please see detailed information for this assignment on Canvas. All due dates are indicated on course schedule.
- **Topic Paper & Presentation:** All students will research your topic to create a summary report and a power point presentation. The topics are current issues or trends that are in the news and are being addressed by hospitality or other companies. Please see detailed information for this assignment on Canvas. All due dates are indicated on course schedule.

GRADE SHEET:

Activity	Possible Points	Points Attained
Syllabus Agreement Form	5 pts	
Attendance	30 pts	
Participation	20 pts	
Online Discussion	45 pts	
Weekly Assignment	110 pts	
Field Trip Summary	50 pts	
Executive Interview Project	50 pts	
Topic Paper & Presentation	90 pts	
Exam	100 pts	
Total Possible Points	500 pts	
Extra Credit Opportunities: <ul style="list-style-type: none"> • SPOT evaluation (TBA): 5 pts • Scrappy Quizzes (TBA): 5 pts each 		

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

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

A

90-100%

B

80-89%

C

70-79%

D

60-69%

F

Less than 60%

Tentative Course Schedule

Date	Topics /Activities in Class	Assignments / Projects / Online Discussions Due Date
Jan. 14	1) Introduction & Course Overview 2) Introduction to Trend (Trend vs. Fad)	
Jan. 21	1) Introduction to Trend (Trend vs. Fad) 2) Library Session by Mary Ann Venner, UNT CMHT Librarian : Information Sources, Where to Access – Relevant & Reliable Sources. Please bring your own laptop!	Online Discussion #1 & #2 Due by 5:30 pm
Jan. 28	1) Andrew Freeman & Associates 2020 Trends Report: The Year of Multiple Personalities in Food, Beverage and Hospitality *Guest Speaker (TBA)	Weekly Assignment #1 Due by 5:30 pm Syllabus Agreement Form Due by 5:30 pm
Feb. 4	1) Social Media Trends in the Hospitality Industry *Guest Speaker: Loren Gray , Hospitality Digital Marketing (Videoconferencing).	Weekly Assignment #1 Due by 5:30 pm
Feb. 11	1) Key Performance Indicator in the Hotel Industry 2) Smith Travel Research (STR): Industry Overview - Hotels and Lodging 2020 & *Guest Speaker (TBA)	Online Discussion #3 Due by 5:30 pm
Feb. 18	1) Lifestyle and Customization of Products and Services in the hospitality industry *Guest Speaker: Mary Fryland , Aimbridge Hospitality (Videoconferencing)	Weekly Assignment #2 Due by 5:30 pm
Feb. 25	1) Sustainability Trends in the Hospitality Industry *Guest Speaker (TBA) 2) Exam Review	Weekly Assignment #3 Due by 5:30 pm
Mar 3	Exam *Last day to sign up for Topic Paper and Presentation	Weekly Assignment #4 Due by 5:30 pm
Mar 10	Spring Break (No Class)	
Mar 17 & 18	1) Executive Interview Project Presentation *All students must attend Career Expo on March 18 from 10 am to 2 pm at University Union Emerald Ballroom	Executive Interview Project Due by 5:30 pm
Mar 24	Impact of Brand Royalty & *Guest Speaker (TBA)	Weekly Assignment #5 (Career Expo) Due by 5:30 pm
Mar 31	Globalization and Hospitality & *Guest Speaker (TBA)	Weekly Assignment #6 Due by 5:30 pm
April 7	<u>The Field Trip will be on Fri, April 10 instead of conducting our class on Tue, April 7. *Mandatory Hotel Field Trip to Canopy by Hilton Frisco on April 10 (9:30 am – 12:20 pm).</u>	Weekly Assignment #7 Due by 5:30 pm
April 14	The Expectation Economy & *Guest Speaker (TBA)	Field Trip Summary Report Due by 11:59 pm on Thursday, April 16.
April 21	<u>*All student must attend the Tourism Symposium on Wed, April 22 at Gateway Center Ballroom (10 am – 12 pm) instead of conducting our class on Tue, April 21.</u>	Online Discussion #4 Due by 5:30 pm
April 28	Topic Paper and Presentation	Topic Paper and Presentation Due by 5:30 pm
May 5	Topic Paper and Presentation & Potluck Party	Topic Paper and Presentation Due by 5:30 pm

*Revisions: A syllabus is a tool to help you plan your time. Every effort is made to make the syllabus as complete as possible, but there may be occasions when changes are required. Instructor will announce any deviations from this syllabus and schedule through Canvas announcements.

College of Merchandising, Hospitality & Tourism

Syllabus Statements

Spring, 2020

Advising and Degree Progression

Advising

ALL students are expected to meet with their Academic Advisor **each semester** to update your degree plan and to stay on track for a timely graduation.

- ***Advising Contact Information (Chilton Hall 385 – 940.565.4635)***

Prerequisites

- Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class.
- A prerequisite is a course or other preparation that must be successfully completed (a grade of C or better) before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Students that lack prerequisites for a course are not allowed to remain in the course.

Transfer Courses

Any transfer course(s) from another institution must receive *prior approval* from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

Dropped for Non-payment

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12th class day to ensure you have not been dropped for non-payment of any amount. It is the student's responsibility to make all payments on time.
- ***Students cannot be reinstated for any reason after the 12th class day regardless of situation.***

Dropping a Course

- **A decision to drop a course may affect your current and future financial aid eligibility.** Talk to your academic advisor or Student Financial Aid if you are thinking about dropping a course.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course are the student's responsibility.
- **After the 12th class day, students cannot drop a course online** through your my.UNT Student Portal. Please see the instructions for dropping a class here: <https://registrar.unt.edu/regISTRATION/dropping-class>

Financial Aid Requirements

- 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. Visit <https://financialaid.unt.edu/sap> for more information about financial aid Satisfactory Academic Progress.

What if You Are In Distress?

The University has a number of resources that can be useful if you find yourself in need of help. Faculty and advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might consult are:

UNT Police	940-565-3000
Dean of Students	940-565-2648 or 940-565-2039
Counseling and Testing	940-565-2741
Student Health and Wellness Center	940-565-2333
Office of Disability Access	940-565-2333
Housing and Residence Life	940-565-2610
Substance Use and Resource Education Center	940-565-3177
Veterans Center	940-369-8021
Denton County Friends of the Family	940-387-5131
National Suicide Hotline	1-800-273-TALK

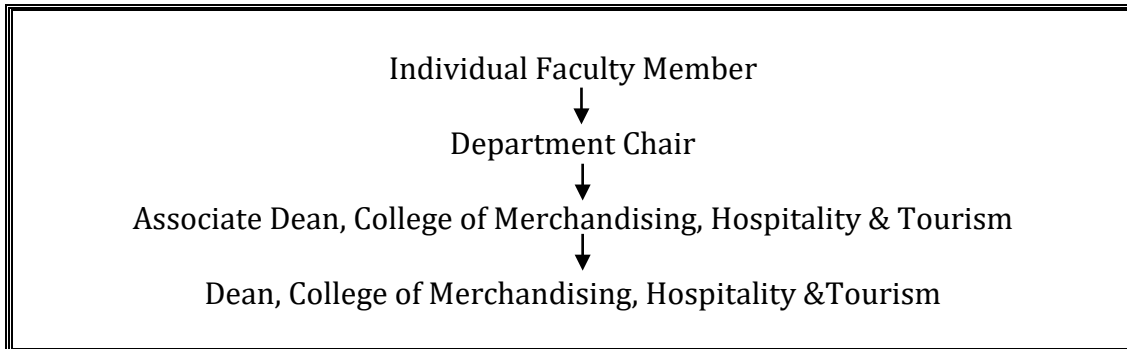
Dates and Deadlines

January 13	First day of class
January 17	Last day for change of schedule other than a drop. (Last day to add a class.)
January 20	MLK Day – No classes; University is closed
January 27	Census date –Students cannot be added to a course for any reason after this date.
March 9-13	Spring Break – No classes; University is closed
March 30	Last day for a student to drop a course and receive a W.
April 29-30	Pre-final days
April 30	Last class day
May 1	Reading day (no classes)
May 2-7	Final exams (Exams begin on Saturday)
May 7-10	Graduation ceremonies

Grade and Class Concerns

Do you know who to contact for a course-related issue?

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

- CMHT students are expected to meet all prerequisites for the courses in which they are registered.
- Student are expected to be respectful of other students, guests, 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.
- UNTs 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 are 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).

Feedback and Communications

Image Release

The College actively posts images and descriptions of class and student accomplishments. If you do not want your image posted on the CMHT website and/or social media sites, (1) you should avoid being in group photographs or in photographs taken by your teachers or the IT staff and (2) send an email to TKinley@unt.edu and request that your name and image not be shared. Dr. Kinley will share this information with the IT staff and the faculty who post to social media. Faculty and staff are asked to honor your wishes without question.

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 the course. 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 are 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 what you may be missing?

Your access point for ALL business and academic services at UNT occurs within the <https://my.unt.edu> site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward 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 EagleConnect and how to forward your email is: <https://it.unt.edu/eagleconnect>.

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 <https://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 Canvas regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Career Resources

Resume Help

For one-on-one help with your resume or other job-search skills, Ms. Janice Lader will have office hours in Chilton 388 on Tuesday and Wednesday afternoons from 2:00 to 4:00. Additional appointments are available in the Career Center if your schedule does not allow you to meet with her during these times.

Career Center

The Career Center is currently located in Chestnut Hall (just across the street from Chilton), and will be moving to Sage Hall sometime this year. They provide *free* help with resumes, interview skills, business cards, professional portraits, etc. They also host several recruiters throughout the year and host job fairs.

Internship / Career Industry Contact Opportunities

- In the fall semester, watch for information about the **Executive in Residence (EIR) Lecture**. This is an opportunity to hear about innovative industry and network with CMHT Board members and speakers.
- Also in fall, look for the **MDR Career Expo**, which provides opportunities to talk with recruiters and maybe interview on the spot! There may also be an opportunity to have lunch with recruiters.
- In the spring semester, watch for information about the **Consumer Experience Symposium**. The format will be similar to the EIR in that it affords you an opportunity to hear directly from industry and network with Board members and speakers.
- Spring semester also brings the **HTM Career Expo**, where our industry recruiters come to campus to visit with you!
- **CMHT Student organizations** bring industry opportunities to campus in their monthly or bi-monthly meetings. Join them and participate!
- We sometimes have an **Industry Partner of the Day** set up in the hallway near the advising offices. These may be publicized in your classes and are posted on the bulletin board in that Chilton hallway.

Online Job Board and Social Media Sites

- <https://cmht.unt.edu/jobs>
- Facebook CMHT Careers Group - <https://www.facebook.com/groups/CMHTCareers/>
- LinkedIn - <https://www.linkedin.com/in/unt-cmht-2023b8173/>
- Twitter - @UNTCMHT
- Facebook Social Site - @UNTCMHT and @UNTHTM
- Instagram - @untcmht

IT Resources

CMHT-IT Services Student Laptop Checkout Information

The CMHT-IT Services desk located on the 3rd floor of Chilton Hall outside room **386** will have Dell laptops available for checkout for all UNT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

Monday:	7:30AM – 9:30PM
Tuesday:	7:30AM – 9:30PM
Wednesday:	7:30AM – 9:30PM
Thursday:	7:30AM – 9:30PM
Friday:	7:30AM – 9:30PM

These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will **not** save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk or visit us at <https://cmht.unt.edu/cmht-it-services> or give us a call at (940) 565-4227.

CMHT Student Computer Lab

Located on the 3rd floor of Chilton Hall, technology classroom **388** will be open for students as a computer lab Monday, Tuesday, Thursday and Friday between the hours of 1:00 PM – 5:00 PM and on Wednesdays from 8:00 AM to 12:00 PM (noon).

In this computer lab, please take advantage of the space for your study time, group projects, tutoring or printing needs.

CMHT Virtual Lab

UNT Students currently enrolled in a CMHT course have access to the CMHT Virtual Lab provided by VMware Horizon View virtual desktop system. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here:

<https://cmht.unt.edu/vmware-virtual-lab>. The CMHT-IT Services desk can assist you with installing the VMware client on your personal machine. Please see above hours of operation for our IT services desk.

Additional Information

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.

HMG T 3920.001**Recent Development in the Hospitality Industry****Spring 2020 Syllabus Agreement Form****Worth 5 points**

Detach this syllabus agreement and submit it (with signature) in class by **January 28, 2020**. 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, assignments in HMG T 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: _____