

University of North Texas
Hospitality & Tourism Management
College of Merchandising, Hospitality & Tourism
"Recent Developments in the Hospitality Industry"
 HMGT 3920.501
 Fall 2018

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. This course is blended class that meets as scheduled in UNT Frisco campus with some course content delivered online (web-based instruction).

PREREQUISITES: Junior standing or consent of instructor.

CLASS MEETINGS: Classroom 129 at UNT New College at Frisco (2811 Internet Blvd., Frisco TX 75034)

CLASS TIME: Monday 6:00 pm – 7:20 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 308H (Located at Anthropology Dept.)
 Email: Harold.Lee@unt.edu
 Phone: (940) 565-3182

OFFICE HOURS: Mon, Tue, Wed, & Thu 10:00 am – 11:30 am 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.

TEACHING PHILOSOPHY:

Your success as a student depends primarily on your willingness to accept responsibility for your own learning. I can provide you with the opportunity to learn (in the classroom), motivation to learn (your grade), and support for your learning experience (through feedback and individual assistance); I will be happy to assist you as you tackle the challenges you will face in this class. BUT, your responsibility is to attend all class sessions, to complete each and every assignment (both in and out of class), and to make the personal effort to master the concepts presented.

Silence your cell-phone before entering the classroom. Cell phones, audio players, and recording devices are not permitted during class sessions. Laptops and tablets are to be used for **class-related work only**. Using your device for anything other than class work may result in you not being able to use the computer for the class duration.

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 rec22nized 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 (e.g. A -> B)

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 email to correspond with the instructor.

EXAMINATION:

There will be one examination on this course. Examination will be given during the regularly scheduled sessions. Examination 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. All assignments will be submitted on Blackboard.

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, 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/DISCUSSION/PROJECTS:

- *Field Trip Summary:* During the semester, all students will visit a gaming operation with instructor. The main content should focus on your overall impression of the organization. More specific guideline of this project will be provided during the semester.
- *Online Discussion:* Each student should post various answers of questions in terms of many different trends in the hospitality industry. Your instructor will give several questions and all answers should be posted under the discussion board on Blackboard. All due dates are indicated on course schedule.
- *Weekly Assignment:* This assignment will be given during regularly scheduled class time using various course materials. Your instructor will post the assignment guideline on Blackboard. All due dates are indicated on course schedule.
- *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	Points	Points Attained
Syllabus Agreement Form	5 pts	
Attendance	30 pts	
Participation	20 pts	
Field Trip Summary	50 pts	
Weekly Assignment & Online Discussion	155 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"> • Executive In Residence (EIR) Lecture featuring Gary McCreary, VP of Catering and Conventions at The Venetian and The Palazzo Hotels in Las Vegas, NV. (9/20; 10am – 12pm @Gateway Ballroom): 5 pts; Students need to swipe your ID upon entering and exiting. • SPOT evaluation: 5 pts • Scrappy Quizzes: TBA 		

*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
Aug. 27	1) Introduction & Course Overview 2) Fads and Trends	
Sep. 3	Labor Day (No Class)	
Sep. 10	1) Guest Speaker: Mary Ann Venner, UNT Libraries - Information Sources, Where to Access – Relevant & Reliable Sources. Please bring your laptop!	1) Syllabus Agreement Form Due by 6:00 pm 2) Online Discussion #1 Due by 6:00 pm
Sep. 17	1) Andrew Freeman and Associates, 2018 Trends Report: The Year of Multiple Personalities in Food, Beverage and Hospitality 2) Guest Speaker: Rosa Jimenez , Hyatt (In-Person)	1) Weekly Assignment #1 Due by 6:00 pm
Sep. 24	1) Social Media Trends in the Hospitality Industry 2) Guest Speaker: Loren Gray , Hospitality Digital Marketing (Video call)	1) Online Discussion #2 Due by 6:00 pm
Oct. 1	1) Smith Travel Research — Industry Overview: Hotels and Lodging 2018 2) Guest Speaker (TBA): Smith Travel Research (Video call)	1) Online Discussion #3 Due by 6:00 pm
Oct. 8	1) Lifestyle and Customization of Products and Services in the hospitality industry 2) Guest Speaker: Mary Fryland , Aimbridge Hospitality (Video call)	1) Weekly Assignment #2 Due by 6:00 pm
Oct. 15	1) Sustainability in the Hospitality Industry 2) Guest Speaker: TBA	1) Weekly Assignment #3 Due by 6:00 pm
Oct. 22	1) Executive Interview Project Presentation 2) Review for Midterm exam	1) Weekly Assignment #4 Due by 6:00 pm 2) Executive Interview Project Due by 6:00 pm
Oct. 29	1) Topic Paper Project review and last day to sign up 2) Exam (In class)	
Nov. 5	Mandatory Field Trip to Embassy Suites by Hilton Denton Convention Center (6:00 – 9:00 pm)	
Nov. 12	1) Impact of “Lifestyle” Brand vs. Product - Brand Marketing 2) Trends in Casino Industry 3) Guest Speaker: TBA	1) Field Trip Summary Due by 6:00 pm
Nov. 19	1) Globalization and Hospitality 2) The Expectation Economy 3) Guest speaker: TBA	1) Weekly Assignment #5 Due by 6:00 pm
Nov. 26	Optional Field Trip to WinStar World Casino & Resort (6:00 – 9:00 pm) <i>“If you are in HMG 3100, you are required to join this field trip.”</i>	1) Weekly Assignment #6 Due by 6:00 pm 2) Online Discussion #4 Due by 6:00 pm
Dec. 3	1) Topic Paper and Presentation – First Group	1) Weekly Assignment #7 Due by 6:00 pm 2) Topic Paper and Presentation Due by 6:00 pm
Dec. 10	1) Topic Paper and Presentation – Second Group	1) Topic Paper and Presentation Due by 6:00 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. I will announce any deviations from this syllabus and schedule through Blackboard announcements.

College of Merchandising, Hospitality & Tourism
Syllabus Statements
Fall 2018

Have you met with your advisor?

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

Do you want to graduate on time?

- 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.
- A prerequisite is a course or other preparation that must be successfully completed 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.
- Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

Are You Considering Transferring a Course to Meet UNT Degree Requirements?

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.

Advising Contact Information (Chilton Hall 385 – 940.565.4635)

Could you be dropped?

- 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.***

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

Are you thinking about dropping 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. Effective Fall 2018, the procedure to drop a course changed. See <https://registrar.unt.edu/regISTRATION/dropping-class>

Are you considering transferring a course to meet UNT degree requirements?

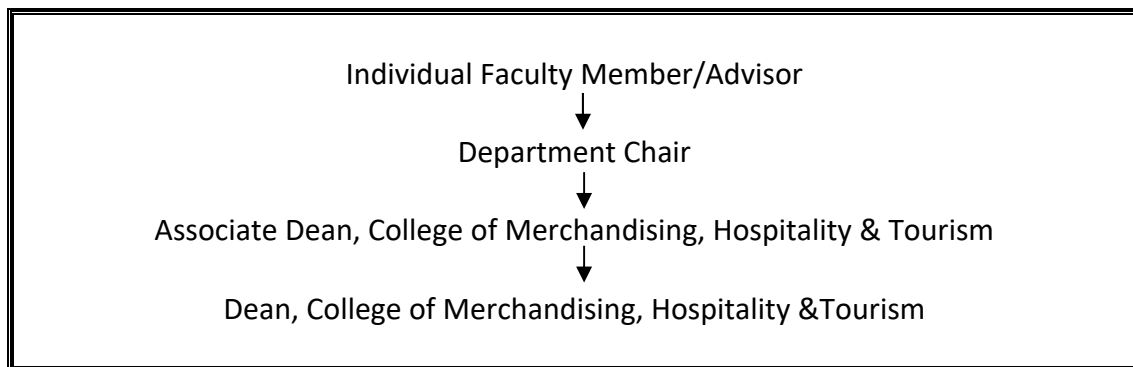
Any course from another university must receive prior approval from the CMHT academic advisor to ensure all CMHT degree plan requirements are met.

Do you know these important dates in Fall 2018

August 27	First day of class
August 31	Last day for change of schedule other than a drop. (Last day to add a class.)
September 3	Labor Day – UNT closed
September 10	Census date –Students cannot be added to a course for any reason after this date.
September 11	Beginning this date, students must follow university procedures to drop a class. See https://registrar.unt.edu/registration/dropping-class
November 5	Last day for a student to drop a course and receive a W.
November 22-25	Thanksgiving holiday – UNT closed
December 5-6	Pre-final days
December 6	Last class day
December 7	Reading day (no classes)
December 8-14	Final exams (Exams begin on Saturday)
December 15-16	Graduation ceremonies

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 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 proper 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?

- 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).

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 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: <http://eagleconnect.unt.edu>.

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.

HMG 3920.501**Recent Development in the Hospitality Industry****Fall 2018 Syllabus Agreement Form**

Worth 5 points

Detach this syllabus agreement and submit it (with signature) in class by **September 10, 2018**. 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 HMG 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: _____