Course Number & Name: HFT 3003 / Introduction to Hospitality and Tourism
Course Credit Hours: 3
Department/Program: School of Hotel and Restaurant Management
Meeting Times/Location: PCD 1146
Lectures: Monday 12:30 - 1:45
       Wednesday 12:30 – 1:45
Instructor Name: Gunce “Georgia” Malan
Office Location: BSN1203 (Tampa Campus)
Office Hours: Please make an appointment Monday-Thursday 1-4pm.
Contact Information: gunce@gmail.com
Prerequisites: N/A
Required Text: Hospitality: An Introduction
               Robert A Brymer & Johanson Misty M. (Author)
               Kendall Hunt Publishing; 14 edition

Course Description: The Hospitality management course is a comprehensive tour through the fascinating and challenging world of the hospitality and tourism industry, including all of its numerous related fields: travel and tourism; lodging; managed services; meetings, conventions and expositions; and leisure and recreation. The text and course is for the hospitality management professionals of tomorrow, and gives a broad exposure to the world’s largest and arguably most exciting industry. By dynamically involving students in each step of this amazing journey, this course invites them to share unique enthusiasm and the excitement surrounding the field of hospitality. The course will provide students with an understanding of the fundamentals of the purposes and needs of hospitality management. The size and scope of the industry’s sectors will be discussed in conjunction with shifts in the production and consumption of hospitality products over time, and the interrelationships among the global, regional and local levels of the industries’ sectors.

Disclaimer:
The instructor reserves the right to change any part of the course syllabus with proper notification to students.
COURSE LEARNING OUTCOMES
Upon successful completion of this course, students should be able to:

1. Explain the unique challenges of managing a core product that is service based,
2. Define the fundamental concepts of the hospitality and tourism disciplines,
3. Discuss the hospitality industry sectors as well as the interrelationships between industry sectors,
4. Describe the relationship between hospitality and tourism industries,
5. Discuss motives regarding why people travel and identify factors of propensity and resistance that influence consumer demand,
6. Explain the contribution of each hospitality sector to the value of the tourism product,
7. Describe the functions of management in the hospitality and tourism industry,
8. Identify mission-critical technologies in the hospitality industry,
9. Name and define career opportunities in the hospitality and tourism industry.

ASSIGNMENTS

Students must complete all assignments and the group project by the required submission due dates. Students are expected to secure all class materials for missing classes. A student may make up a missed assignment only by presenting a written documented excuse (medical, legal, etc.) In the case of a family emergency, the instructor reserves the right, in her sole discretion, to refuse to grant any make-up assignment. If an assignment or any of the requirements is not completed, the student will receive a zero for that portion of the course grade. Active participation/discussion in class is very important as part of your performance evaluation for the class.

Hospitality Professional Organization Membership (10 points)

In order to increase the exposure to the hospitality industry all students are required to become members of a professional organization. Hospitality Financial and Technology Professionals (HFTP) (www.hftp.org) is the international professional association serving members working in hospitality. Since 1952, HFTP has been dedicated to providing members with extraordinary networking
opportunities, industry-leading certification programs and events, and essential resources for professional growth.

HFTP student membership is free. Application form can be found at http://www.hftp.org/Content/Forms/Membership/MembAppStu.pdf
Please, fill out the application form and return it to the instructor on the due date – September 6, 2011.

**Article Summary and Reflection (30 points)**

To complete this assignment, students will be required to read one article (not news!) related to the chapter discussed during the week. The article must be related to hospitality industry. Post a summary and reflection of the article on Sakai. Summary should be about 200 words and reflection should be 200 words. Make sure to cite the article title, author (if applicable), journal where you found it and the URL (website address).

Potential sources of articles to read:
- AHLA Smart Brief (to subscribe, please, follow the link http://www.smartbrief.com/ahla)
- Restaurant Smart Brief (www.smartbrief.com/restaurant)
- Mid-Atlantic Events (www.eventsmagazine.com)
- Meetings & Conventions (www.meetings-conventions.com)
  Please go to the News & Articles tab and select your articles ONLY from Features or Research rubrics
- Hospitality Technology Magazine (www.htmagazine.com)
- Hospitality Upgrade (www.hospitalityupgrade.com)
- HOTELS magazine (www.hotelsmag.com/)
- and other hospitality related magazines

**Quizzes (170 points)**

For each chapter, there will be a small quiz in the same week. Quiz will include couple of open ended questions.

**Term paper/presentation (200 points)**

The instructor will provide a list of potential topics. Students may also identify their own topic of interest. In this case they will need to get an approval from the
instructor. Students will be responsible of preparing a paper about the assigned
topic 10 pages (not including title page, pictures and references, double space, 12
font). Then student will prepare a 10-12 slide presentation for 10 minutes each.

**AccKnowledge Assignments (60 points)**

Students will learn about M3 AccKnowledge Hotel specific Accounting Software as a
part of this class.

**COURSE SCHEDULE**

Please check Canvas for Course Schedule, detailed weekly tasks will be posted under
Modules and will be explained in the class.

**CLASS WEBSITE**

We will use a course website on Canvas. To login to Canvas website,
https://usflearn.instructure.com and use your USF login information.

Class website will be used for:

- Syllabus
- Weekly Tasks
- Assignment Submissions
- Grades
- PowerPoint Slides
- Announcements

Critical information will be disseminated via the class website. It is your
responsibility to view the contents of the class **at least twice** every week.

**WORKING WITH TECHNOLOGY**

PLEASE NOTE THAT in this class, we will utilize technology. Therefore, it is
very important for you to know that you cannot rely on technology every time.
To prevent any problems, always do your assignments and take your quizzes
**well before they are due. If you leave it to the last minute, problems will arise
such as internet connection not working, website not working, etc.**

This course needs your active participation. You need to do the most of the work.
We are here to help. Please do not hesitate to contact me or lab instructor anytime
you need help. **LATE ASSIGNMENTS WILL NOT BE ACCEPTED!!! PLEASE DO NOT ASK INSTRUCTORS FOR EXCEPTIONS.**

In addition, I will use the class email list from time to time to communicate with you outside of class. Therefore, it is critical for you to check your USF Email Account.

**ASSIGNMENTS SUBMISSIONS**

All work must be turned into the instructor on the pre-arranged date. **No exceptions, work turned in late will not be given credit. You will submit your assignments to course website.**

**GRADING SCALE**

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<th>Percent</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93-100%</td>
<td>A</td>
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<tr>
<td>90-92%</td>
<td>A-</td>
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<td>86-89%</td>
<td>B+</td>
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<td>82-85%</td>
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<td>78-81%</td>
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**GRADING**

<table>
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<tbody>
<tr>
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<tr>
<td>Midterm</td>
<td>100</td>
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<tr>
<td>Final</td>
<td>100</td>
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<tr>
<td>Term Paper</td>
<td>100</td>
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<tr>
<td>Presentation</td>
<td>100</td>
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<tr>
<td>Attendance</td>
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<tr>
<td>M3 AccKnowledge</td>
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<td>Bonus Points</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>803</strong></td>
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**Grading Procedure and Disclosure:** Due to confidentiality issues, grades will not be released via email or telephone. Grades will be posted on Canvas. For the first two exams, exam grades will be posted on Canvas. Any student wishing to view his/her exam during office hours during the week following the exam should send an email to me to request such an appointment.

**Grade Discrepancies** - You must make an appointment to review your exam within 7 days after the exam grades have been posted, if you wish to dispute a grade. No further discussions of grades will occur after the 7-day time frame.

**ACADEMIC HONESTY AND DISHONESTY AND PLAGIARISM**

The professor will enforce all University rules, regulations, and policies pertaining to academic honesty and dishonesty in this class. Please note that any form of plagiarism or cheating on exams, projects, or papers is considered unacceptable behavior. Sources must be properly cited. The professor may use “Turit.in.com” and other software to assess potential plagiarism and check all footnotes. Please be sure to review the university’s policy in the student handbook. Updates to the current policy will also apply.

When you do your assignments, it is appropriate to use the Web and search engines.
However, it is **NOT** appropriate to **copy and paste** from Internet pages. You must read Internet pages, and then do your assignments with your own words.

You must also cite the resources you use regardless of the amount of information you use. If it belongs to somebody else, show it in references section. I use technology to detect fraud in this kind. If you are found to cheat, you will be given “F” in the class, and also be reported to the USF judicial affairs. For a definition of what “plagiarism” is and how to prevent it, please read [http://www.northwestern.edu/uacc/plagiar.html](http://www.northwestern.edu/uacc/plagiar.html). If you want to check your assignments or research paper to see if it includes any *unintended* plagiarism, please visit [http://www.plagiarismdetect.com/](http://www.plagiarismdetect.com/)

**ADA STATEMENT**

Students with disabilities are responsible for registering with the Office of Student Disabilities Services in order to receive special accommodations and services. Please notify the professor during the first week of classes if a reasonable accommodation for a disability is needed for this course. A letter from the USF Disabilities Office must accompany this request.