

Perspectives in Hospitality Management
HMG T 1101
Fall 2019

Instructor Prof. Karen Goodlad, CSW	Class Number	LC402
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Phone 718.260.5638	Location	N206
Office Namm 200	Time	8:30 a.m. – 11:00 a.m.
Office Hours: Tuesday, 11:30-12:45 Thursday, 11:00-12:15	Class Hours	3
	Lab Hours	0
	Credits	3

Course Description

An overview of the history, likely directions and organizational structure of the hospitality industry and its role in local, national and global economies. Students are introduced to the nature and scope of the hospitality industry, basic terminology, management concepts, career path explorations and the department's mission and culture.

Course Objectives

Upon completion of HMG T 1101, the student will be able to

- a. Identify the scope of the hospitality and tourism industry.
- b. Understand and describe the characteristics of the hospitality and tourism industry from a local, national and global perspective.
- c. Explore the roles and responsibilities of key executives and department heads in the hospitality industry.
- d. Differentiate hotel classifications.
- e. Classify and examine food and beverage operations.

Student Learning Outcomes and Assessment

Student Learning Outcomes	Method of Assessment
a. Discuss scope of the hospitality and tourism industry (Gen Ed: Communication)	Industry research, concierge assignment, shared reading, weekly chapter summaries, class participation
b. Gather information from observation in regard to the hospitality industry from a local, national and global perspective (Gen Ed: Inquiry/Analysis)	Shared reading, Eprofile, concierge assignment, weekly chapter summaries, class participation
c. Understand and discuss the roles and responsibilities of key executives and department heads in the hospitality industry (HMG T Discipline)	Shared reading, concierge assignment, weekly chapter summaries, class participation
d. Evaluate and examine hotel classifications (Gen Ed: Integration)	Shared reading, 36 hours..., weekly chapter summaries
e. Evaluate and apply information discerningly from a variety of sources to classify and examine food and beverage operations (Gen Ed: Integration)	Shared reading, 36 hours..., weekly chapter summaries

Prerequisites

CUNY proficiency in reading and writing; co-requisite: MAT 0605

Required Text

Walker, J. R. (2016). *Introduction to hospitality*. 7th Edition. Upper Saddle River, NJ: Prentice Hall.

Suggested Reading

American Hotel & Lodging Association. (n.d.) *News room*. Retrieved August 15, 2019

<https://www.ahla.com/newsroom>

Brefere, L., Eich Drummond, K., & Barnes, B. (2005). *So you want to be a chef? your guide to culinary careers*. Hoboken, NJ: John Wiley and Sons.

Fiedman, A. (2018). *Chefs, drugs and rock & roll: How food lovers, free spitits, misfits and wandereers created a new American profession*. New York: Harper Collins.

Hospitality Sales and Marketiing Association International. (n.d.). *Isights*. Retrieved August 15, 2019: <https://global.hsmi.org/insights/>

Marriott, J. W., & Brown, K. A. (1997). *The spirit to serve: Marriott's way*. New York, NY: Harper Collins.

National Restaurant Association. (n.d.) *Research and trends*. Retrieved August 15, 2019

<https://www.restaurant.org/research>

Sachs, D. and J. Scott. (2018). *The million dollar greeting: today's best practices for profit, customer retention, and a happy workplace*. USA: Apollo Publishers

Sandoval-Strausz, A. (2007). *The hotel: an American history*. New Haven, CT: Yale Univesity Press.

World Tourism Organization. (n.d.) *What we do*. Retrieved October 12, 2012, from:

<http://www2.unwto.org/content/why-tourism>

Suggested Listening (Podcasts)

All in the Industry

Be a Better Guide

Cherry Bomb Radio

Inside Julia's Kitchen

Flatbush and Main

Fortune on Stage: The Most Powerful Women

Sharper Hotel Marketing

Suite Spot

Grading Procedures

	A 93-100 points	A- 90-92.9 points
B+ 87-89.9 points	B 83-86.9 points	B- 80-82.9 points
C+ 77-79.9 points	C 70-76.9 points	
	D 60-69.9 points	
	F 59.9 –0 points	

Electronic Profile	5%
Industry Research Assignment	10%
Concierge Assignment	20%
“36 Hours In...” Assignment	20%
“Our Stories”	10%
Weekly Homework	25%
Class Participation	<u>10%</u>
TOTAL	100%

Learning outcomes per assignment

Electronic Profile

5%

- Identify and articulate a personal profile for a public forum
- Discuss, in a short profile, attributes of a student and industry professional
- Utilize various features of OpenLab

Industry Research Assignment

10%

- Discuss the scope of the hospitality and tourism industry through written business communication
- Gather information from observation in regard to the hospitality and tourism industries from a local, national and international perspective and his/her role within the industry
- Understand and discuss the roles and responsibilities of key executives and department heads in the hospitality and tourism industries and their impact on trends in the industry
- Describe key management functions using professional terms and communication standards
- Late assignments are not accepted
- See handout for additional information

Concierge Assignment

20%

- Discuss scope of the hospitality and tourism industry
- Gather information from observation in regard to the hospitality industry from a local, national and global perspective
- Evaluate and examine hotel classifications
- Engage in high impact and industry specific written and oral communication
- Late assignments are not accepted
- See handout for additional information

“36 Hours In...” Assignment **20%**

- Discuss the scope of the hospitality and tourism industry
- Gather information from observation in regard to the hospitality industry from a local, national and global perspective
- Evaluate and apply information discerningly from a variety of sources to classify and examine food and beverage operations
- Late assignments are not accepted
- See handout for additional information

“Our Stories” **10%**

- Reflect on the transition to learning in college

Weekly Homework **25%**

- Read to understand the main objectives of the assigned chapters on a weekly basis
- Articulate the understanding of the material through written responses
- Read and discuss the articles published in the travel section of the NYTimes
- Late assignments are not accepted

Class Participation **10%**

- Articulate knowledge developed in a manner in which all students can benefit from an engaging learning environment
- Active contribution to weekly reading and class discussion

Professionalism and Participation

The Department of Hospitality Management follows industry standards in order to educate, develop and mentor future hospitality and tourism professionals. In order to successfully complete a course, students must consistently participate in class and meet deadlines.

Information Literacy Rubric

(Modified from AAC&U VALUE Rubric)

Performance Indicator	4	3	2	1
Understands and addresses the scope and objectives of a manageable research topic	Defines the scope and objectives of a manageable research topic in a concrete and focused manner.	Begins to define the scope and objectives of the research topic in a focused manner.	Defines scope and objectives of the research topic in a broad, narrow, or vague manner.	Has difficulty identifying the scope and objectives of the research topic.
Identify credible and relevant sources	Able to identify all relevant and credible sources (know the difference between primary and secondary sources; identify peer reviewed journals; choose the best evidence).	Able to identify most relevant and credible sources but not all (few discrepancies with identifying primary and secondary sources, peer reviewed journals and choosing the best evidence).	Able to identify some relevant and credible sources but not all (many discrepancies with identifying primary and secondary sources, peer reviewed journals and choosing the best evidence).	Does not identify differences between sources, does not select the best evidence available.
Use information effectively to accomplish specific purpose, and present information in a clear and meaningful way	Communicates, organizes and synthesizes information from sources to fully achieve a specific purpose, with clarity and depth.	Communicates, organizes and synthesizes information from sources. Intended purpose is achieved.	Communicates and organizes information from sources. The information is not yet synthesized, so the intended purpose is not fully achieved.	Communicates information from sources. The information is fragmented and/or used inappropriately (misquoted, taken out of context, or incorrectly paraphrased, etc.), so the intended purpose is not achieved.
Cite sources in an appropriate style	Correctly provides in-text citations and reference list in a discipline-specific style.	Provides in-text citations and reference list in a discipline-specific style, but with few errors.	Provides in-text citations and reference, but with many errors or in a style not discipline-specific.	Does not cite any information sources used in assignment.
Incorporates ideas of others in an ethical manner; summarizing, paraphrasing and quoting are correct and appropriate	Applies principles of academic integrity in the use of information – all sources are quoted, paraphrased and cited correctly and appropriately.	Cites most sources correctly when quoting and paraphrasing; uses quoted material sparingly and appropriately.	Cites some (but not all) sources correctly when quoting and paraphrasing, but employs excessive use of quoted material.	Plagiarizes the work of others: uses quoted material excessively and/or does not use in-text or bibliographic citations.



ORAL COMMUNICATION VALUE RUBRIC

for more information, please contact value@aacu.org

Definition

Oral communication is a prepared, purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.

	Capstone 4	3	Milestones 2	Benchmark 1
Organization	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and is skilful and makes the content of the presentation cohesive.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.
Language	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.
Delivery	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable.
Supporting Material	A variety of types of supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/authority on the topic.	Insufficient supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make reference to information or analysis that minimally supports the presentation or establishes the presenter's credibility/authority on the topic.
Central Message	Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported).	Central message is clear and consistent with the supporting material.	Central message is basically understandable but is not often repeated and is not memorable.	Central message can be deduced, but is not explicitly stated in the presentation.

Week	Date	Topic	Reading Assignments	Assignments Due*
1	8/27	Introduction <i>Electronic Profile</i> <i>Distributed</i>	NY Times Travel Section	
2	9/3	▫ History of Hospitality ▫ OpenLab ▫ ePortfolio	Chapter 1, pgs 3-23 NY Times Travel Section	▫ Chapter Summary ▫ <i>Electronic Profile</i>
3	9/10	Information Literacy <i>Industry Research Paper</i> <i>Distributed</i>	Chapter 1, pgs 23-46 NY Times Travel Section	Chapter Summary
4	9/17	Travel & Tourism	Chapter 9 NY Times Travel Section	Chapter Summary <i>Industry Research Paper</i>
5	9/24	Travel & Tourism on the Brooklyn Waterfront <i>Site Visit of the Brooklyn</i> <i>Bridge Park</i>	NY Times Travel Section Review the Brooklyn Bridge Park Website and Readings	Chapter Summary
6	10/15	Lodging, Hotel Business <i>Concierge Assignment</i> <i>Distributed</i>	Chapter 2 NY Times Travel Section	Chapter Summary
7	10/22	Lodging, Operations Management <i>Site Visit of Knickerbocker</i>	Chapter 3 and 4 NY Times Travel Section	Chapter Summary <i>Selection of NYC</i> <i>Attraction for Concierge</i> <i>Assignment</i>
8	10/29	Food and Beverage Management	Chapter 6 and 7 NY Times Travel Section	Chapter Summary
9	11/5	Dimensions of Managing Food Service	Chapter 8 NY Times Travel Section	Chapter Summary
10	11/12	Theme Parks and the National Parks System	Chapter 10 NY Times Travel Section	Chapter Summary
11	11/19	Concierge Presentations <i>36 Hours in... Assignment</i> <i>Distributed</i>	NY Times Travel Section	<i>Concierge Assignment</i>
12	11/26	Concierge Presentations	NY Times Travel Section	
13	12/3	Meetings & Conventions and Events	Chapter 12 and 13 NY Times Travel Section	Chapter Summary
14	12/10	Hospitality Leadership, the human factor	Chapter 14 Handouts/Links NY Times Travel Section	"36 Hours in..."

*Late assignments will not accepted

MISSION STATEMENT

The Hospitality Management Department of New York City College of Technology educates students for careers in the hospitality industry through foundational knowledge of hospitality operations and experiences that cultivate diverse perspectives, lifelong learning, collaboration, and community engagement.

NYC COLLEGE OF TECHNOLOGY STATEMENT ON ACADEMIC INTEGRITY

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion. The complete text of the College Academic Integrity Policy Manual may be found on the College website.

STATEMENT OF ACADEMIC DISHONESTY AND PLAGIARISM

As stated in the Academic Integrity Policy Manual, "academic dishonesty occurs when individuals plagiarize or cheat in the course of their academic work. Plagiarism is the presenting of someone else's ideas without proper credit or attribution. Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise."

STATEMENT OF CLASSROOM BEHAVIOR

Each student has the right to study and learn in a comfortable, safe, supportive environment that promotes self-esteem – free of fear, humiliation, intimidation, offensive or suggestive language.

PROFESSIONALISM AND PARTICIPATION

The Department of Hospitality Management follows industry standards in order to educate, develop and mentor future hospitality and tourism professionals. In order to successfully complete a course, students must consistently participate in class and meet deadlines.

USE OF ELECTRONIC DEVICES

As stated in the Student Handbook, the use of cellular phones and audio equipment in all academic and study areas of the college is prohibited. Students are not permitted to take calls or text message during class. Students may not use their cell phones as calculators. In some instances, an instructor may allow the use of personal electronic devices for in class activities.

ORAL PRESENTATION STYLE STATEMENT:

The Hospitality Management Department has developed a standardized format for all oral presentations. Refer to the Oral Presentation Rubric.

WRITING STYLE STATEMENT

The hospitality management department has developed a standardized format for all written assignments. Written work must be prepared using APA Style Publication Manual of the American Psychological Association as a reference guide. All editorial formats, abbreviations, use of statistics, graphs, citations and references must conform to APA style. Footnotes are not permissible. Visit the City Tech Library website for APA Style Guides.

Revised November 2018 for Spring 2019