



U N I V E R S I T Y O F  
**SOUTH CAROLINA**

**HRTM 110-Section Y01 Introduction to the Hospitality Industry**  
**Winter 2019/2020 Online Class**

**INSTRUCTOR:**

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**ACADEMIC BULLETIN DESCRIPTION:** History, growth, developments, and future opportunities in the hospitality industry.

**PREREQUISITES:** None

**COURSE DESCRIPTION:**

Being hospitable has been defined as “*the act of welcoming guest or strangers with warmth and generosity*”. When you welcome someone as your guest, you are asking them to become “*a recipient of hospitality at the home or table of another.*” A guest may not be literally coming into your home or table, but as the frontline representative of the hospitality company that employs you, you are welcoming them with warmth and generosity to a temporary home in a hotel or to a table for a meal in a restaurant.

This course will give students an overview of the vast hospitality industry. We will explore each of the major sectors of this industry (i.e., lodging, food & beverage, gaming, cruise industry, etc.). At the end of this course, students should feel comfortable discussing careers in hospitality; students should be familiar with industry terms and vocabulary; students should have an understanding of the nuances between different industry segments; and students should be prepared to take higher-level hospitality courses within the School of Hotel Restaurant and Tourism Management.

**FORMAT:**

Course material will be presented in an asynchronous online format. Students are also expected to read the assigned chapters and be prepared to discuss them in the online areas of the course as directed. All learning outcomes in this distributed learning course are equivalent to face-to-face version of this course.

**PROFESSIONAL COURTESY:** It is the expectation that all individuals will treat every other individual with respect and dignity, which includes but is not limited to discussion boards.

***Netiquette: Etiquette for Communicating Online:***

- Treat one another with respect. We all hold different opinions, but we can all respect those opinions and communicate in a professional manner.
- Do not use all CAPITAL LETTERS in emails or Discussion Board postings. This is considered “shouting” and is viewed as impolite or aggressive.
- Use proper grammar, spelling, punctuation, and capitalization. Text messaging language is not acceptable.
- Use good taste when communicating. Profanity is not appropriate nor professional.
- Re-read, think, and edit your message before you click Send/Submit.

If you have **personal questions** pertaining to this course, please email Dr. Smith. I do not consistently check Blackboard and email on Saturday and Sunday. However, I will respond within 24 hours if contacted Sunday – Thursday unless there are unforeseen circumstances. When sending an email, please include a **detailed subject line**. Additionally, make sure you reference the course – **HRTM 110-** and **sign the email with your name**. Begin these emails with a proper salutation (e.g., Dear **Dr. Smith**, Hello **Professor Smith**, Good Afternoon **Dr. Smith**). Starting an email without a salutation or a simple "Hey" is **not** professional or appropriate.

**REQUIRED TEXT:**

John R. Walker, Exploring the Hospitality Industry (Third Edition)  
ISBN #0-13-376277-7

In addition, each student must purchase access to **MyHospitalityLab**, a Hospitality and Tourism Interactive Applied Simulation. Access codes can be purchased online from Pearson Publishing at <https://registration.mypearson.com/>  
The Course (or program) ID is: smith92808

If you are having issue registering or logging onto the website, please contact Pearson Publishing at: <https://support.pearson.com/getsupport/s/contactsupport>

I have found that Firefox is the best web browser to use with the MyHospitalityLab online program and that you must give your browser permission to use “cookies” for the website. This will cause the majority of technical problems in accessing the website.

**GOALS AND LEARNING OUTCOMES:**

The measurable learning outcomes used to determine the degree to which these goals are being met follow.

By the completion of this course, students should be able to:

- Explain the role of each sector of the Hospitality Industry and how they are related.
- Identify and define the industry terms and vocabulary.

- Categorize the sources of revenues and associated costs involved in each sector of the Hospitality Industry.
- Identify environmental factors that positively and negatively affect the Hospitality Industry.
- Synthesize and evaluate management strategies utilized in each sector of the Hospitality Industry.
- Categorize the historical progression of the Hospitality Industry and identify areas for growth and expansion.
- Identify which careers are appealing and inventory their own individual knowledge, skills and abilities to determine a match for a viable career path.

## **ASSIGNMENTS:**

### **FIRST AND SECOND (FINAL) PAPER ASSIGNMENT:**

Each student will submit two papers for homework assignments. The first paper is due **by midnight, January 3rd, 2020** and the topic is “**Why I am taking this class and what areas of Hospitality Industry I am interested in**”. The second (final) paper is due on **by midnight, January 15th, 2020** and the topic is “**What career I would pursue in the Hospitality Industry and why**”. Both assignments must be word processed (double space) in APA or MLA format using 12 point, Times New Roman font. Both papers must be sent via email to the instructor at: [ssmith1@mailbox.sc.edu](mailto:ssmith1@mailbox.sc.edu) prior to the assignment deadline. Each assignment must include a cover page and a reference page with a minimum of two citations. One citation must be from the class textbook. The minimum length of the assignment is three full pages (not including the cover or reference page). Spelling, grammar and proper citation are to be presented at an undergraduate college level and will be graded accordingly. Assignments must be emailed to the professor prior to the deadline in a Microsoft Word document. Plagiarism will result in an F for the assignment and the student will be report to the Office of Academic Integrity.

### **MIDTERM AND FINAL EXAMS:**

The mid-term and final exams will be comprised of multiple choice type questions taken from assigned readings and online materials. The mid-term exam will cover modules 1, 2, 3, 4, 5 & 6 and chapters 1, 2, 3, 4, 5, 7, 8, & 9. The final exam will cover modules 7, 8, 9, 10 & 11 and chapters 6, 10, 11, 12, 13, 14 & 15. The exams will be completed through, MyHospitalityLab and automatically graded for immediate feedback. Test questions/answers are randomly displayed and drawn from a substantial test banks.

**EACH STUDENT WILL BE ALLOWED THREE OPPORTUNITIES/ATTEMPTS TO TAKE BOTH THE MID-TERM AND FINAL EXAMS.** Students who are satisfied with their first exam results do not have to take the same exam for the 2<sup>nd</sup> or 3<sup>rd</sup> attempt. The Mid-Term exam is comprised of 48 questions and the Final exam is comprised of 46 questions. Both exams have a 60 minute time limit and students will not be allowed to pause the exam once it has begun. Both exams are comprised of questions from both the chapter readings and the quizzes. It will be very difficult for students to pass the exams

without doing the chapter reading assignments. Students are also prevented from accessing the Mid-Term and Final exams without first have one successful completion of the assigned quizzes. If a student is having difficulty in obtaining a satisfactory grade on either the Mid-Term or Final exam, it is highly recommended that the student use the Dynamic Study Module located in MyHospitalityLab to study for each chapter covered on the exam.

**ONLINE MODULE QUIZ:** At the completion of each MyHospitalityLab assignment/module (**14 total**) you will be required to complete a quiz. Students may take the quiz as many times as needed to complete the assignment, with the highest score being recorded on the grade book. Quizzes that are assigned in the first half of the class will not be available after **January 8th** and the highest score for each will be assigned in the grade book after that date. **ALL QUIZES FOR MODULES 1-6 MUST BE COMPLETE BEFORE YOU WILL BE ABLE TO ACCESS THE MID-TERM EXAM. ALL QUIZES FOR MODULES 7-14 MUST BE COMPLETE BEFORE YOU WILL BE ABLE TO ACCESS THE FINAL EXAM.** Please plan accordingly so that you do not run out of time to take the quizzes, which will prevent you from taking the Mid-Term or Final exam.

### **GRADING CRITERIA:**

Grading will be based on the following:

First Paper Assignment	20%
Second (Final) Paper Assignment	20%
Mid-term Exam	20%
Final Exam	20%
Online Quizzes MyHospitalityLab	20%
<b>TOTAL</b>	<b>100%</b>

### **GRADE DISTRIBUTION:**

- A= 90% or above
- B+ = 87% - 89%
- B = 80% - 86%
- C+ = 77% - 79%
- C = 70% - 76%
- D+ = 67% - 69%
- D = 60% - 66%
- F = Below 60%

Your grades will be posted on <http://blackboard.sc.edu> within 48 hours.

## **MINIMAL TECHNICAL SKILLS:**

Minimal technical skills are needed in this online course. All work in this course must be completed and submitted online. Therefore, students MUST have consistent and reliable access to a computer and the Internet. Before starting this course, students must feel comfortable doing the following:

- Organize and save electronic files
- Use email and attached files
- Check email and Blackboard daily
- Download and upload documents in Microsoft Word

If you have problems with your computer, please contact University Technology Support (UTS) Hel Desk at 803 777 1800 or [helpdesk@sc.edu](mailto:helpdesk@sc.edu). The UTS Help Desk is open Monday-Friday from 8:00am-6:00pm.

## **DISABILITIES:**

Students with any condition requiring extra support should contact the appropriate office on campus for assistance. Reasonable accommodations will be made upon request to the professor. However, it is the student's responsibility to first register with the Student Disability Services at the University of South Carolina. The Student Disability Services web address is: <http://www.sa.sc.edu/sds>. Course documents are provided in Word and PDF format and online lectures are provided with transcripts and/or closed captioning.

## **COURSE POLICIES:**

You are responsible for the material in all class meetings: lecture notes, assignments and due dates. All written assignments must be submitted by the deadline of the due date. Late assignments will not be accepted for a grade. Make-up tests will be granted only at the discretion of the instructor. It is the responsibility for each student to be self-directed in the pursuit of course activities. You are responsible for yourself and your only comparison is to yourself. You are responsible for determining any content that was presented in each module. It is not the responsibility of any faculty representative to repeat or remediate information due to student absences. It is the responsibility of the student to track individual course progress. Feedback for assignments is provided within 48 hours from the assignment due date. Students are responsible for knowing the percentage values for every assignment and to record and tabulate their progress through the course.

## **ACADEMIC DISHONESTY:**

Students in this course should be familiar with the university policies on Academic Responsibility, the Honor Code and the Carolina Creed. The honor code may be found at this URL: <http://www.housing.sc.edu/academicintegrity/honorcode.html>. The Carolina Creed may be found at <http://www.sa.sc.edu/creed/>. Violation of any of these policies, in particular any form of direct or indirect plagiarism will result in an "F" for that assignment and may lead to failure for the entire course. Students will also be subject to appropriate referral to the Office of Academic Integrity for further action. It is the responsibility of the student to understand conditions that constitute a charge of plagiarism. Ignorance of plagiarism is not an excuse. Assignments or any graded element

of the course must also be your own work. There is nothing wrong with seeking the assistance of other (in fact, helping each other to study for exams is highly recommended) for help in understanding concepts, principles, or methods, but simply obtaining answers for another person and turning them in as your own is unacceptable. All assignments and papers for this course are subject to submission to “Safe Assign” at the instructor’s request.

## Course Schedule

Mode	Textbook Chapter	Myhospitalitylab.com Assignment	Online Exams and Quizzes	Due Dates
Textbook	Chapters 1, 2 & 3	Hospitality Spirit Tourism Why People Travel		
Online		Module 1-Hutchinson Manor	Quiz-Hutchinson Manor	
Textbook	Chapter 4	Lodging		
Online		Module 2-Hutchinson Hotel	Quiz-Hutchinson Hotel	<b>1<sup>st</sup> Paper due- by midnight, January 3, 2020</b>
Textbook	Chapter 5	Lodging Operations		
Online		Module 3-Lighthouse Hotel	Quiz-Lighthouse Hotel	
Textbook	Chapters 7 & 8	Restaurants Restaurant Operations		
Online		Module 4- Vernon's Restaurant	Quiz-Vernon's Restaurant	
Online		Module 5-Sea & Tea Café	Quiz-Sea & Tea Café	
Textbook	Chapter 9	Managed Services		
Online		Module 6-Dimmick Hall	Quiz-Dimmick Hall	
Online			<b>Midterm Exam (3 attempts allowed)</b>	<b>Must complete by midnight, January 8th, 2020</b>
Textbook	Chapter 10	Beverages		
Online		Module 7-Tommy's Tiki Bar	Quiz-Tommy's Tiki Bar	
Textbook	Chapter 11	Clubs		
Online		Module 8-Gesell Golf Club	Quiz -Gesell Golf Club	
Textbook	Chapter 12	Theme Park and Attractions		
Online		Module 9- Simmy's Splashtown	Quiz-Simmy's Splashtown	
Online		Module 10-Suzie's Spa	Quiz-Suzie's Spa	

Online		Module 11-Badger's Rainforest Tours	Quiz-Badger's Rainforest Tours	
Textbook	Chapter 6	Cruising		
Online		Module 12- S.S. Haywood	Quiz-S.S. Haywood	
Textbook	Chapter 13	Gaming Entertainment		
Online		Module 13-Sea Wolfe Casino	Quiz-Sea Wolfe Casino	
Textbook	Chapters 14 & 15	Meetings, Conventions and Expositions Special Events		
Online		Module 14-Nunaley Meeting Rooms	Quiz-Nunaley Meeting Rooms	
Online				<b>2<sup>nd</sup> Paper due by midnight, January 15th, 2020</b>
			<b>Final Exam (3 attempts allowed)</b>	<b>Must complete by midnight, January 19th, 2020</b>