HTM 201 Introduction to Hospitality and Tourism Management  
Fall 2015 Schedule # 21817  
Lecture: 2:00-3:15PM, T/TH, Lecture Hall: PG 153

Instructors:  
Sandra Ponting, Ph.D. (Instructor on record)  
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Office Hours: T/TH 12:00-1:00PM or by appointment

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Office Hours: TH 1:00-2:00PM or by appointment

Instructor statement: We are here to support you and help you succeed. If you have any questions, please do not hesitate to visit our office hours illustrated above. If you cannot make it to the office hours and would like to visit another time, please email one of us with subject title “HTM 201: Student Appointment Request” and provide a range of available timeframes. We check emails regularly and will get back to you within 48 business hours. We look forward to connecting with every one of you. We are going to have fun!

CATALOGUE DESCRIPTION  
Hospitality and tourism industry with focus on basic management theories and principles as they apply to hospitality and tourism; basic structure, organization, and management of industry components and the services/products they deliver.

COURSE OVERVIEW  
This course is a fast paced course that explores the diversity and uniqueness of one of the largest industries in the world, the hospitality and tourism industry. Students will be introduced to the major industry sectors including career paths, industry dynamics, and industry sector relationships. Students will be exposed to lectures, videos, guest speakers, exams, discussion boards, peer evaluations, individual assignments, and group projects to practice skills, strategies, tools, and methods employed in the hospitality and tourism industry. Students will also discover the L. Robert Payne School of Hospitality and Tourism Management (HTM) culture to experience the passions and success of faculty, staff, students, and alumni. In addition, the HTM Kaleidoscope Competency Model developed by our faculty anchors this course. Specifically for HTM 201 you will develop the following competencies:
• **Business Savvy**: Strategic Decision Making, Planning  
• **People Savvy**: Interpersonal Communication, Networked  
• **Self Savvy**: Professionalism, Spirit of Optimism, Time Management

**STUDENT LEARNING OUTCOMES**  
Upon completion of this course, students will be able to:

• Articulate the systemic frameworks of the hospitality and tourism industry to further describe the major hospitality and tourism industry sectors and its interrelationships;

• Comprehend the regional, national, and global economic impacts of the hospitality and tourism industry;

• Familiarize with different hospitality and tourism businesses, organizations, associations, agencies, and industry professionals and discuss their product, services, and roles within the industry;

• Practice professional communication skills, good work ethics, project management skills, group orientation skills, and emotional and cultural competence; and,

• Discover the L. Robert Payne School of HTM passion and begin to outline academic and professional pathways for success.

**RESOURCES**

**Textbook**  
There is no textbook for this course. However, students will be required to do readings and research in preparation for exams and project requirements. Costs such as printing may occur to complete projects.

**Blackboard Course Management System**  
Blackboard (blackboard.sdsu.edu), an online learning tool, is a part of the class. All students are required to get a Blackboard account and visit the HTM 201 Blackboard site every Tuesdays and Thursdays before class. Students will access announcements, materials, and turn in online assignments here. Students can view their progress with the online grade book.
Section Leaders

All students will be allocated to a section leader for the semester. Section leaders are current School of HTM juniors and seniors who are excelling in their academic and professional leadership performance. The section leaders will assist, guide, and mentor you through assignments, materials, logistics, and other topics. Below is an introduction of your section leaders. Please make an effort to get to know all the section leaders. They are your valuable networks.

Melissa Chandler - “Hi everyone! I’m Melissa, an international student from the UK loving our HTM program here at SDSU, and can’t wait for our fun semester to start.”
E-mail: melissa.chandler1622@gmail.com

Rachel Devinny - “I am a junior at SDSU and the secretary for the National Society of Minorities in Hospitality (NSMH). My greatest wish for you this semester is to fall in love or find your niche in HTM like I did when I took 201.”
E-mail: rdevinny@gmail.com

Jacqueline Orbe – “I changed into the HTM major after my second year at SDSU. Never have I felt so welcomed or felt the sense that I belong. I have to thank the staff and student associations for that. As it’s my last year, I want to give back to the program and encourage students to be involved and be an active student in the program.”
E-mail: j.orbe@live.com

Teyla Pitassi – “Hello Everyone! I am currently a HTM senior and a lower division student advisor. I am here to provide you with any advice to the best of my ability. I am really excited to get everyone introduced to the hospitality and tourism industry.”
E-mail: teylapitassi@gmail.com

Ayumu Yoshimura – "Welcome to HTM 201. I am from Japan, and a senior in the hotel emphasis. I always wanted to be a part of the HTM program and have never regretted my decision. Hope you all enjoy this class, learn a lot, and make the most of it.”
E-mail: arkym1109@gmail.com
HTM 201 LinkedIn Group
This class hosts a LinkedIn (linkedin.com) “HTM 201: Fall 2015” group site. This site will be used for instructors, section leaders, and students to ask and answer questions, discuss class topics, post opinions, and practice professional communication. To join the group, visit linkedin.com, create a profile, and request to join the “HTM 201: Fall 2015” group. Creating a basic LinkedIn account is simple. If you are interested in exploring further on creating good professional profiles, here are some sites to guide you.

- [http://www.slideshare.net/linkedin/10-tips-for-the-perfect-linkedin-profile](http://www.slideshare.net/linkedin/10-tips-for-the-perfect-linkedin-profile)

CLASS SCHEDULE
Class schedule is available in Blackboard. Please refer to the schedule for classroom lectures, activities, class preparation, guest speakers, and assignment due dates. As we invite many industry professionals to share their expertise in the field at times speaker schedules may change, thus please check your emails for class updates. This will not affect the flow of the class sequence.

ASSIGNMENTS AND ASSESSMENT
To assess the student learning outcomes of the class, students will participate in:

1) One individual project;
2) One group project;
3) One mid-term exam;
4) One final exam;
5) Two peer assessments;
6) Online discussion board; and,
7) The HTM Showcase.

The purpose and description of the assignments are illustrated below. Assignment instructions, supporting documents, due dates, and rubrics are in Blackboard.

1) **Individual Project – Digital Portfolio (200 points)**
For the individual project, students will create a digital portfolio. A professional portfolio is a compilation of materials that exemplifies your education, experience, training, skills, affiliation, and qualifications. It is also used as a tool to self-reflect your beliefs, values, and vision. Thus, a professional portfolio provides an insight into your personal ethics and professional competence. We will use a digital professional portfolio as a way for you to demonstrate your interest, knowledge, experience, and passion for the hospitality and tourism industry. Any online portfolio platforms that allow the general public to view the portfolio can be used for the assignment. Please look into WIX (wix.com), Weebly (weebly.com), WordPress (wordpress.org), Portfolium (portfolium.com), and many others
to find the best platform for you. Also feel free to discuss what works best for you in class, instructors, and section leaders.

The ideal will be to use this assignment as a base for you to build your portfolio over the next several years, and showcase your accomplishments upon graduation for employment. Please refer to the specific instructions, worksheets, and grading rubric in Blackboard under individual assignment.

2) Group Project (200 points)
Students will be allocated into a group of 5-6 students within their sections during week 3. With your group, one of the following group projects must be completed. Groups will be given opportunities to provide preference for a group project, however, first preference is not always guaranteed. All group project instructions, materials, due dates, and deadlines are in Blackboard.

Group Project Option #1 – The Hospitality and Tourism Management Magazine
The purpose of this group project is to learn how to be successful in the HTM School and the hospitality and tourism industry. To accomplish this, groups will put together a HTM magazine. For the magazine, students will conduct interviews with a range of HTM associates including current students, alumni, staff, faculty, industry professionals, and others. Students will examine a variety of topics such as career pathways, internships, classes, student and professional associations, work or study abroad, scholarships, getting involved, and more. Each interview will use the HTM magazine workbook in Blackboard as a guide. The collected interview information will be used to create articles/pages for the magazine. The magazine is presented in a professional manner and catered for students. In addition, the tone, look, and language will be consistent with executive level documents to show the level of HTM professionalism. Students will also create a 2-minute video that captures the spirit of the magazine. The videos will be shared during the HTM Showcase. Please see specific group project instructions, grading rubric, and worksheets in Blackboard under the group assignments folder.

Group Project Option #2 – Hospitality and Tourism Management Music Video
The purpose of this group project is for students to showcase their understanding of a leader’s role in the hospitality and tourism industry. Groups will choose a professional position that acts as a leader in their organization, and research the leader’s daily activities, behaviors, attitudes, and responsibilities. Please remember that a leader does not always equate with title. You can use your networks to find a professional who carries him/herself as a hospitality and tourism leader for inspiration. With this leader in mind, research about their responsibilities and tasks, as well as depict relationships and interactions the professional has as a part of his/her job. These interactions can be with clients, guests, vendors, suppliers, colleagues, employees, management, and more. Groups will complete an interaction worksheet for each of the interactions the leader has with others. After completing the interaction worksheets, groups will develop a storyline involving the leader and the people the leader interacts with. Groups will create “characters”, and design a storyboard to complete a music video. Thus, students will craft a script, select music, write
lyrics, and record a music video. The video will synthesize the relationships a hospitality and tourism leader has with his/her guests, vendors, suppliers, associates, employees, management, and others. The video will convey the importance of leadership and working together as a team. Groups will also create a promotional one-page advertisement that captures the essence of the video for the video “launch”. The advertisement will cater to the student audience and can be distributed during the HTM Showcase. Please see specific group project instructions, grading rubric, and worksheets in Blackboard under the group assignments folder.

3) Mid-term Exam (50 points)
A mid-term exam will be administered online in class. Please refer to the class schedule for the timeframe. The exam will comprise of 25 multiple choice and true or false questions.

4) Final Exam (50 points)
A comprehensive final exam will be administered online in class. Please refer to the class schedule for the timeframe. The exam will comprise of 25 multiple choice and true or false questions.

5) Peer Assessment (50 points)
For your group projects two peer assessment forms will be completed. Peer assessments provide opportunities for you to take responsibility of your own learning and develop life-long evaluation skills. The first assessment is worth 20 points and the second assessment is worth 30 points. Please refer to instructions and assessment rubrics in Blackboard.

6) Online Discussion Board (50 points)
Students will utilize the online Blackboard discussion board to participate in class topics. Section leaders will create a question in Blackboard every 3-4 weeks. All students will create a thread (voice your opinion) and reply to another student’s thread. In essence, create two threads. Each question is worth 10 points. There will be 5 questions throughout the semester.

Attendance Guidelines
Attendance will be taken in every class, section sessions, and the HTM Showcase by using CourseKey. Instructions are included in Blackboard. Section sessions will be a chance for you to work in your groups and ask questions about the projects. Students are encouraged to exchange contact information with a few students to obtain information about missed classes. Blackboard has an email tool that allows you to send emails to individual students or the class as a whole.

Late assignments
Late work will not be accepted and the mid-term and final exams cannot be substituted. See the instructors if you need to make arrangements to turn in assignments or take exams in advance due to planned absence. You will need to provide evidence of the planned absence.
Summary of Assignment and Assessment Points

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<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Individual Project</td>
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<tr>
<td>Group Project</td>
<td>200</td>
</tr>
<tr>
<td>Mid-term Exam</td>
<td>50</td>
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<tr>
<td>Final Exam</td>
<td>50</td>
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<tr>
<td>Peer Evaluation</td>
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<td>Online Discussion</td>
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Summary of Course Grade

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<tr>
<td>557-515</td>
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<td>B-</td>
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<td>343-385</td>
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SCHOOL CULTURE

The L. Robert Payne School of Hospitality and Tourism Management prides itself on its customized approach to student success, innovative and caring faculty, and industry and alumni engagement. The beginning of a new semester is a great time to connect or reconnect with what makes our program special.

Ways to Reconnect

- Visit the our School’s Website (htm.sdsu.edu)
- Read the Student Association Bulletin Boards (PSFA 436)
- Touch Base with the HTM Staff
- Make an Advising Appointment (htmasst@mail.sdsu.edu)
- Subscribe to Email Lists and Groups
- Visit Faculty Office Hours
- Read the Networking Competency Road Map (HTM) in Blackboard
- Read the Pathways to Excellence (HTM) in Blackboard
- Set Goals for Getting Involved Envision a Meaningful Semester

ACADEMIC INTEGRITY

The faculty and staff expect the highest levels of academic and professional integrity in all work at San Diego State University and especially in the School of HTM. Positive leadership cannot exist without integrity and your actions determine your level of integrity.
Plagiarism, cheating on exams or any other type of academic dishonesty, will be referred directly to the Office of Student Rights and Responsibilities for disciplinary action.

**STUDENTS WITH DISABILITIES**

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your instructor with an accommodation letter from Student Disability Services. Your cooperation is appreciated.