

## SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Sponsor

**Voyage: Fall 2017**

**Discipline: Hospitality Management**

**Course Number and Title: RRM 101 – Hospitality Industry**

**Division: Lower**

**Faculty Name: Soo Kang**

**Semester Credit Hours: 3**

**Prerequisites: None**

### **COURSE DESCRIPTION**

This course is designed to provide students with basic understanding of international hospitality management and operations. It presents an overview of the historic perspectives of globalization, tourism, and the hospitality sectors, including hotels, resorts, gaming, restaurants, foodservice, cruise, and event planning. Students will investigate the emergence of international hotels, resorts, and restaurants, and their classifications and standards. Cultural diversity, human resources, marketing and global competition, politics of travel, trends in investment and financing international hospitality projects will be addressed. Upon completion, students should be able to develop a comprehensive understanding of the forces influencing international tourism and hospitality industry and career opportunities.

### **LEARNING OBJECTIVES**

- Describe the composition, size, and growth of the international tourism, hospitality, and travel industries
- Introduce the student to the hospitality industry and to provide a general background in the elements and characteristics of its various segments
- Identify the factors affecting the international hospitality industry
- Explain the cohesive nature of international tourism, hospitality and travel businesses
- Understand the fundamental operational principles associated with international hospitality operations
- Present relevant information and terminologies applicable to the lodging/accommodation and food and beverage sector
- Summarize current customer service needs and trends
- Discuss current hospitality career choices
- Introduce the managerial functions of Planning, Organizing, Staffing, Controlling, Directing, and Leading.
- Have some fun!

## **REQUIRED TEXTBOOKS**

Please remember that Semester at Sea takes place on a ship. Consequently, we need more lead time than a land-based campus to work with the CSU Bookstore to manage textbooks. Carefully select your textbooks, and remember that you cannot make any changes to your required textbooks after we have sent the list to CSU, which usually happens about three months prior to course registration opening for students. The textbooks listed on the syllabus that we send to CSU for approval should not change, short of serious extenuating circumstances.

**AUTHOR:** Walker, J.R.

**TITLE:** Introduction to Hospitality Management (7<sup>th</sup> ed.)

**PUBLISHER:** Pearson

**ISBN #:** 0133762769

**DATE/EDITION:** January, 2016

## **TOPICAL OUTLINE OF COURSE**

Depart Amsterdam –September 9

**A1–September 11: Overview of the Class and Introducing Hospitality**

Read: Chapter 1

**A2–September 13: Introducing Hospitality**

Read: Chapter 1

Barcelona–September 15-18

**A3–September 19: The Hotel Business**

Read: Chapter 2

Review of Barcelona

**A4–September 21: Rooms Division**

Read: Chapter 3

Case 1: Globalization of Hyatt Place (2014)

No Class – September 23

**A5–September 24: Rooms Division**

Read 2: Chapter 3

**A6–September 26: Food and Beverage**

Read: Chapter 4

Tema–September 27 -30

**A7–October 3: Tourism**

Read: Chapter 9

Case 2: Eco and Sustainable Tourism in South Africa (PDF)

- <http://www.sustainabletourismalliance.net/wp-content/uploads/2013/02/ILO-CS-Water-at-Safari-L-Amakhala.pdf>
- [https://courses.cit.cornell.edu/crp384/2009reports/Pinsof&Sanahaji\\_Ecotourism%20in%20South%20africa.pdf](https://courses.cit.cornell.edu/crp384/2009reports/Pinsof&Sanahaji_Ecotourism%20in%20South%20africa.pdf)

Review of Ghana

**A8—October 5: Tourism**

Read: Chapter 9

Cape Town—October 7-12

**A9—October 13: Recreation, Attractions and Clubs**

Read: Chapter 10

Review of South Africa

**A10—October 15: Recreation, Attractions and Clubs**

Read: Chapter 10

No Classes—October 16

**A11—October 18: Beverage and the Restaurant Business**

Read: Chapter 5&6

Groups 1 and 2 Presentation

Port Louis – October 19

**A12—October 21: Restaurant Business**

Read: Chapter 6

Case 3: Bikanervala: A Never-ending Quest to Delight Customers (2015)

Review of Mauritius

No Class – October 22

**A13—October 24: Mid-term exam**

Cochin – October 25-30

No Classes—October 31

**A14—November 2: Restaurant Management**

Read: Chapter 7

Case 4: KFC China: Still “Finger Lickin’ Good?” (2014)

Yangon—November 4-8

### **A15—November 9: Gaming Management**

Read: Chapter 11

Gambling in Myanmar

- <http://calvinayre.com/2014/10/23/casino/myanmar-finalizes-revised-gambling-law-approves-foreigner-only-casinos/>
- <http://www.nationmultimedia.com/breakingnews/Myanmar-considers-legalising-some-gambling-for-mor-30246044.html>

Review of Myanmar

No class – November 11

### **A16—November 12: Gaming Management**

Read: Chapter 11

Gambling casinos in Vietnam

- <https://www.citypassguide.com/en/travel/ho-chi-minh-city/activities/blog/top-casinos-in-ho-chi-minh-city>

Groups 3 and 4 Presentation

Ho Chi Minh City - November 14-18

### **A17—November 19: Meetings, Conventions, and Expositions**

Read: Chapter 12

Case 5: Hong Kong Disney Land (2007)

Review of Vietnam

No Class – November 21

### **A18—November 22: Meetings, Conventions, and Expositions**

Read: Chapter 12

Shanghai—November 24-29

Field Class in China

### **A19—November 30: Special Events**

Read: Chapter 13

2020 Tokyo Olympics – Preparing a mega sport event

- [https://www.boj.or.jp/en/research/brp/ron\\_2016/data/ron160121b.pdf](https://www.boj.or.jp/en/research/brp/ron_2016/data/ron160121b.pdf) (PDF saved)
- <https://www.nri.com/~media/PDF/global/opinion/papers/2015/np2015200.pdf>

Review of China

Kobe—December 2 - 6

### **A20—December 7: Special Events**

Read: Chapter 13  
Review of Japan

**A21—December 9: Cruise Services**

Read: Klein (2011). Responsible Cruise Tourism: Issues of Cruise Tourism and Sustainability (PDF)

**A22—December 11: Leadership and Management**

Read: Chapter 14

Read: The magic of service (pp. 39-62), Chapter 2, Be Our Guest. Disney Institute.  
Groups 5 and 6 Presentation

No Class – December 12

**A23—December 13: Leadership and Management**

Read: Chapter 14

**A24—December 15: Recap on the course and overview of final exam**

Read: None

Honolulu – December 16

Study Day – December 18

**A25—December 19; Final exam**

San Diego—December 23

**FIELD WORK**

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

**Field Class & Assignment**

[Field Class proposals listed below are not finalized. Confirmed ports, dates, and times will be posted to the Fall 2017 Courses and Field Class page when available.]

**Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class.** Field Classes constitute at least 20% of the contact hours for each course, and are developed and led by the instructor.

**FIELD CLASS AND ASSIGNMENT**

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Proposal Title #1: Hospitality Education and Industry in China

Country: Shanghai, China

Description: The field class will begin with a visit to the Shanghai Institute of Tourism, where you will meet students and faculty from that institution. We will then visit a local hotel chain for a tour and to understand how the tourism/hospitality industry in Shanghai is catering to the changing consumers.

Objectives: (1) Students will learn about the significance of hospitality education in China to the workforce in the country and about career opportunities and expectations by interacting with students in the program.

(2) Students will learn a local hospitality business by visiting the business and by talking with managers and employees.

Evaluation: The objective of the field class is that the students develop keen powers of observation and employ writing skills and various communication technologies to record and evaluate their experiences. Therefore, class assignments have been outlined above as reflection papers that will draw on their own written field report to be complemented with pictures and field notes as appropriate.

Proposal Title #2: Hospitality Education and Industry in Ghana

Country: Tema, Ghana

Idea: The field class will begin with a visit to the African Institute of Hospitality in Tema, where you will meet students and faculty from that institution (<http://www.africaninstitutehospitality.com/p/contact-us.html>). We will then visit a local hotel chain for a tour and to understand how the tourism/hospitality industry in Ghana is catering to the changing consumers.

Objectives: (1) Students will learn about the significance of hospitality education in Ghana to the workforce in the country and about career opportunities and expectations by interacting with students in the program.

(2) Students will learn a local hospitality business by visiting the business and by talking with managers and employees.

Evaluation: The objective of the field class is that the students develop keen powers of observation and employ writing skills and various communication technologies to record and evaluate their experiences. Therefore, class assignments have been outlined above as reflection papers that will draw on their own written field report to be complemented with pictures and field notes as appropriate.

### **Independent Field Assignments**

Group Project: The goal of this assignment is for students to research and better understand how hospitality industry vary across the globe and to share that understanding with the

class. Students will work in self-selected teams (3-4 students per team) to further explore the topic of interest to the team. Teams will design their projects in a way that adds to the overall class learning. Teams may choose to focus on a particular segment, a broad theme or trend applied specifically in the hospitality industry.

Below is a list of potential topic areas. Each topic will require teams to compare and contrast a hospitality trend across three predetermined countries (listed below) along the voyage. Students should consider their interest in the topic, the focal comparison countries, their personal travel plans, the scheduled presentation date, and other course requirements/assignments when selecting their group.

Also, each team should include their overall hospitality industry evaluation by observing and analyzing key products/services, service attitude by residents and service providers, servicescapes, popular brands, and other unique characteristics of the hospitality industry in each country.

Each team is required to submit a topic proposal for approval on or before 9/19. The proposal should include names of all team members, a detailed description of the proposed approach to examining the issue, plan for gathering in-country and out-of-country data, and a preliminary lesson plan. All students are required to deliver a portion of the presentation and a Q&A period must be incorporated within the presentation. No two teams can work on the same topic. In the event two teams inadvertently select the same topic preference will be given to the first team that submits their proposal for approval.

Options for Groups 1 and 2 – Present on 10/18  
Comparison across: Spain, Ghana, and South Africa

Options for Groups 3 and 4 – Present on 11/12  
Comparison across: Mauritius, India, and Myanmar

Options for Groups 5 and 6 – Present on 12/11  
Comparison across: Vietnam, China, and Japan

- Hotel industry including B&B, Airbnb, resorts, motels
- Restaurant industry
- Gaming/Casino industry
- Tourism industry including airlines, cruise, transportation (rental cars), attractions
- Special event and festival industry

♣ Wild Card (any team can develop and submit an alternative topic for consideration)

Evaluation: It's your turn to teach! Each team is responsible for leading a 30-minute class discussion on their topic. A written paper is not required; instead students will be responsible for creating and delivering a comprehensive and interactive PowerPoint presentation. A key "take-a-way" slide must be incorporated in your presentation along with a bibliography containing your sources and suggestions for further recommended readings. Teams will be evaluated based upon the depth of their analysis, quality of their presentation/delivery, level of engagement with the class, interactive components, response to audience questions, quality of supplemental materials, non-presenting student feedback, and a within group peer assessment. Each team member is expected to provide a significant contribution to each team's project. Though this is a team project, individual grades may vary based upon peer feedback. Incorporate your own photos, brochures, pamphlets, menus, video clips into your presentation.

**METHODS OF EVALUATION / GRADING SCALE**  
**GRADING SCALE**

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%:
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

Method of assessment	Percentage of final grade
Mid-term Exam	20
Final Exam	20
Field Course Reflection	20
Case Study (5 cases)	20
Independent Field Assignment (team project)	15
Class Participation (attendance and discussion contribution)	5
<b>TOTAL</b>	<b>100</b>

**ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM**

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

## **LEARNING ACCOMMODATIONS**

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A memo from the student's home institution verifying the accommodations received on their home campus is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to [academic@isevoyages.org](mailto:academic@isevoyages.org) as soon as possible, but no later than two months prior to the voyage.

## **STUDENT CONDUCT CODE**

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

## **RESERVE BOOKS AND FILMS FOR THE LIBRARY**

AUTHOR: Walker, J.R.  
TITLE: Introduction to Hospitality Management (7<sup>th</sup> ed.)  
PUBLISHER: Pearson  
ISBN #: 0133762769  
DATE/EDITION: January, 2016

AUTHOR: The Disney Institute & Kinni, T.  
JOURNAL/BOOK TITLE: Be Our Guest  
PUBLISHER: The Disney Institute  
ISBN #: 1423145844  
DATE: November 8, 2011

## **ELECTRONIC COURSE MATERIALS**

**All electronic course materials can be found in my electronic course folder housed on the ship's intranet.**

AUTHOR: Papiryan, Gevork  
ARTICLE/CHAPTER TITLE: Globalization of Hyatt Place  
JOURNAL/BOOK TITLE: Harvard Business Review  
VOLUME:

DATE: September 12, 2014  
PAGES: purchase required at \$8.95  
<https://hbr.org/product/globalization-of-hyatt-place/W14443-PDF-ENG>

AUTHOR: Dasgupta, Meeta  
ARTICLE/CHAPTER TITLE: Bikanervala: A Never-ending Quest to Deligh Customers  
JOURNAL/BOOK TITLE: Harvard Business Review  
VOLUME:  
DATE: April 20, 2015  
PAGES: purchased required at \$8.95  
<https://hbr.org/product/bikanervala-a-never-ending-quest-to-delight-customers/W15126-PDF-ENG>

AUTHOR: Tao, Zhigang & Woo, Claudia, H.L.  
ARTICLE/CHAPTER TITLE: KFC China: Still “Finger Lickin’ Good?”  
JOURNAL/BOOK TITLE: Harvard Business Review  
VOLUME:  
DATE: June 23, 2014  
PAGES: purchased required at \$8.95  
<https://hbr.org/product/kfc-china-still-finger-lickin-good/HK1043-PDF-ENG>

AUTHOR: Young, Michael & Liu, Donald  
ARTICLE/CHAPTER TITLE: Hong Kong Disneyland  
JOURNAL/BOOK TITLE: Harvard Business Review  
VOLUME:  
DATE: October 04, 2007  
PAGES: purchased required at \$8.95  
<https://hbr.org/product/hong-kong-disneyland/907M13-PDF-ENG>

AUTHOR: The Disney Institute  
ARTICLE/CHAPTER TITLE: Chapter 2: The Magic of Service  
JOURNAL/BOOK TITLE: Be Our Guest  
VOLUME:  
DATE: November 8, 2011  
PAGES: 39-69

AUTHOR: Klein, R.A.  
ARTICLE/CHAPTER TITLE: Responsible Cruise Tourism: Issues of Cruise Tourism and Sustainability  
JOURNAL/BOOK TITLE: Journal of Hospitality and Tourism Management  
VOLUME: 18(1)  
DATE: 2011  
PAGES: 107-116

Other links: Please save it as PDF document if possible.

Saving money and reducing waste from bottled water (The Amakhala Game Reserve)

<http://www.sustainabletourismalliance.net/wp-content/uploads/2013/02/ILO-CS-Water-at-Safari-L-Amakhala.pdf>

Ecotourism South Africa: Camp Jabulani and Singita Lebombo

[https://courses.cit.cornell.edu/crp384/2009reports/Pinsof&Sanahaji\\_Ecotourism%20in%20South%20africa.pdf](https://courses.cit.cornell.edu/crp384/2009reports/Pinsof&Sanahaji_Ecotourism%20in%20South%20africa.pdf)

Myanmar finalizes revised gambling law, approves foreigner-only casinos.

<http://calvinayre.com/2014/10/23/casino/myanmar-finalizes-revised-gambling-law-approves-foreigner-only-casinos/>

Myanmar considers legalizing some gambling for more state revenue.

<http://www.nationmultimedia.com/breakingnews/Myanmar-considers-legalising-some-gambling-for-mor-30246044.html>

Top 11 casinos in Ho Chi Minh City

<https://www.citypassguide.com/en/travel/ho-chi-minh-city/activities/blog/top-casinos-in-ho-chi-minh-city>

Economic impacts of the Tokyo 2020 Olympic Games

[https://www.boj.or.jp/en/research/brp/ron\\_2016/data/ron160121b.pdf](https://www.boj.or.jp/en/research/brp/ron_2016/data/ron160121b.pdf)

The need for “rebuilding Tokyo” with the 2020 Tokyo Olympics as impetus

<https://www.nri.com/~media/PDF/global/opinion/papers/2015/np2015200.pdf>

Barcelona, Spain Travel Guide – Must-see attractions

[https://www.youtube.com/watch?v=L\\_bgTJkFk3k](https://www.youtube.com/watch?v=L_bgTJkFk3k)

Ghana, Hospitality Industry Calls for Help

<https://www.youtube.com/watch?v=uMyFlxOz8O4>

South Africa, Infrastructure Challenges Faced by South Africa’s Hotel Industry

<https://www.youtube.com/watch?v=r-5zikzaQAo>

Mauritius, Investing in Mauritius’ Hospitality Sector

<https://www.youtube.com/watch?v=xdPX8J9eEu4>

India, Indian Hospitality Market is Huge!

<https://www.youtube.com/watch?v=rut5DVgk0I>

Myanmar, A Quest for Training Myanmar People in Hospitality

<https://www.youtube.com/watch?v=JBThMfdFZGg>

Vietnam, Sex abuse and prostitution in Ho Chi Minh City

<https://www.youtube.com/watch?v=ZGCBxFHIN2Q>

China, US Hotels tailor services to meet the needs of Chinese tourism influx

[https://www.youtube.com/watch?v=nQz\\_OkvPsiU](https://www.youtube.com/watch?v=nQz_OkvPsiU)

Capsule Hotel Concept in China

<https://www.youtube.com/watch?v=Nm0qIQGmq3I>

Japan, Japan's most exclusive hotel, Amanemu tour

<https://www.youtube.com/watch?v=kPbtbva-8Kg>

#### **ADDITIONAL RESOURCES**

None

This is a first rate introductory text to hospitality, and the management of hospitality experiences. Indeed it is, in my view, the best book to be published aimed at providing an introduction to the sector and the management issues relevant to it. The content of the book is well informed and informing. It is academic in tone and thought, yet presented in a way that never loses sight of the needs of its target readership. For courses in Introduction to Hospitality and Hospitality Management. Capturing the flavor and breadth of the industry, Introduction to Hospitality Management, Third Edition, explores all aspects of the field including: travel and tourism; lodging; foodservice; meetings, conventions and expositions; and leisure and recreation. Devoting six chapters to management, the text focuses on hospitality and management and uses first-person accounts, corporate profiles and industry morsels to foster a student's appreciation for the field. Series. This product is part of the following series.