

**Semester at Sea Course Syllabus
Colorado State University, Academic Partner**

Voyage: Fall 2017
Discipline: Hospitality Management
Course Number and Title: RRM 101 Hospitality Industry
Division: Lower
Faculty Name: Soo Kang
Semester Credit Hours: 3

Meeting: A Day 1400-1520, Kaisersaal Port

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 in tourism, and the hospitality sectors, including hotels, resorts, gaming, restaurants, foodservice, cruise, and event planning. At each port, students will investigate the emergence of international hotels, resorts, and restaurants, and their classifications and standards. Cultural diversity, human resources, marketing, global competition, politics of travel, and trends in 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
- Understand the hospitality industry and 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
- Have some fun!

REQUIRED TEXTBOOKS

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

TOPICAL OUTLINE OF COURSE

Depart Bremerhaven, Germany – September 9

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

Read: Chapter 1

A2–September 13: Introducing Hospitality

Read: Chapter 1

Barcelona, Spain – September 15-18 (Watch Youtube video before disembarkation)

A3–September 19: The Hotel Business

Read: Chapter 2

Review of Barcelona

A4–September 21: The Hotel Business

Read: Chapter 2

No Class – September 23

A5–September 24: Rooms Division

Read: Chapter 3

Group presentation proposal due!

A6–September 26: Food and Beverage

Read: Chapter 4

Tem and Takoradi, Ghana – September 27-30 (Watch Youtube video before disembarkation)

No Class – October 2

A7–October 3: Tourism

Read: Chapter 9

Case 1: 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

Review of Ghana

A8—October 5: Tourism

Read: Chapter 9

Cape Town, South Africa – October 7-12 (Watch Youtube video before disembarkation)

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 Class – October 16

A11—October 18: Beverage and the Restaurant Business

Read: Chapter 5&6

Groups 1 and 2 Presentation

Port Louis, Mauritius – October 19 (Watch Youtube video before disembarkation)

A12—October 21: Restaurant Business

Read: Chapter 6

Case 2: Bikanervala: A Never-ending Quest to Delight Customers (2015)

Review of Mauritius

No Class – October 22

A13—October 24: Mid-term exam (Ch. 1-4, 9-10)

Cochin – October 25-30

No Class – October 31

A14—November 2: Restaurant Management

Read: Chapter 7

Case 3: KFC China: Still “Finger Lickin’ Good?” (2014)

Yangon, Myanmar – November 4-8 (Watch Youtube video before disembarkation)

A15—November 9: 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>

Review of Myanmar

No Class – November 11

A16–November 12: Gaming Management

Read: Chapter 11

Groups 3 and 4 Presentation

Ho Chi Minh City, Vietnam – November 14-18 (Watch Youtube video before disembarkation)

A17–November 19: Meetings, Conventions, and Expositions

Read: Chapter 12

Case 4: Shanghai Disney (2016)

- <http://time.com/4367754/disneyland-shanghai-china-disney-theme-park-opening/>
Review of Vietnam

No Class – November 21

A18–November 22: Meetings, Conventions, and Expositions

Read: Chapter 12

Shanghai, China – November 24-29 (Watch Youtube videos before disembarkation)

Field Class in China – Nov. 24 and Assignment Due on Dec. 1

A19–November 30: Special Events

Read: Chapter 13

2020 Tokyo Olympics – Preparing a mega sport event

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

Kobe, Japan – December 2-6 (Watch Youtube video before disembarkation)

A20–December 7: Special Events

Read: Chapter 13

Review of Japan

A21–December 9: Cruise Services

Read: 2016 Cruise Industry Outlook (PDF)

A22–December 11: Leadership and Management

Read: Chapter 14

Groups 5 and 6 Presentation

A23–December 13: Leadership and Management

Read: Chapter 14

The magic of service (pp. 39-62), Chapter 2, Be Our Guest.

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

Read: None

Honolulu, Hawaii – December 16

A25—December 18: Final exam (Ch. 6-7, 11-14, Cruise Industry)

San Diego, California – 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 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

The field class for this course will take place on **Friday, 24 November in Shanghai, China.**

Class Title: Tales of two hotels in Shanghai

Description: The field class will visit two hotels; one as an international brand and the other as a local hotel brand. It will begin with a visit to JW Marriott Hotel Shanghai Tomorrow Square, where students will meet the hotel management and tour the hotel. We will then visit a local hotel chain. Students are expected to learn about different types of hotel operations and to understand how these two hotels cater to the rapidly changing market and its diverse customers.

Objectives: (1) Students will learn about the general hotel business by touring two hotels and interacting with managers and employees.
(2) Students will compare and contrast different hotel operations by looking at guest bases, service types, management focus, and operational procedures.

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. A separate guideline for the report will be provided during the class.

Independent Field Assignments

The goal of this assignment is for students to understand how hospitality industry works 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 own project in a way that adds value 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 **9/24**. 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

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 (Oct. 24) | 20 |
| Final Exam (Dec. 19) | 20 |
| Field Course Reflection Paper (Due: Dec. 1) | 20 |
| Case Study (4 cases) | 20 |
| Independent Field Assignment (team presentations) | 15 |
| Class Participation (attendance and discussion participation) | 5 |
| TOTAL | 100 |

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

ELECTRONIC COURSE MATERIALS

AUTHOR: Dasgupta, Meeta
ARTICLE/CHAPTER TITLE: Bikanervala: A Never-ending Quest to Delight Customers
JOURNAL/BOOK TITLE: Harvard Business Review
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
DATE: June 23, 2014
PAGES: purchased required at \$8.95
<https://hbr.org/product/kfc-china-still-finger-lickin-good/HK1043-PDF-ENG>

AUTHOR: Wall, Kim
ARTICLE/CHAPTER TITLE: Shanghai Disney
JOURNAL/BOOK TITLE: Time
DATE: 2016
PAGES: <http://time.com/4367754/disneyland-shanghai-china-disney-theme-park-opening/>

AUTHOR: Nomura Research Institute (NRI)
ARTICLE/CHAPTER TITLE: The need for "rebuilding Tokyo" with the 2020 Tokyo Olympics as impetus

DATE: 2015

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

AUTHOR: Cruise Lines International Association (CLIA)

ARTICLE/CHAPTER TITLE: 2017 Cruise Industry Outlook

DATE: 2017

PAGES: <https://www.cruising.org/docs/default-source/research/clia-2017-state-of-the-industry.pdf?sfvrsn=0>

AUTHOR: The Disney Institute

ARTICLE/CHAPTER TITLE: Chapter 2: The Magic of Service

JOURNAL/BOOK TITLE: Be Our Guest

DATE: November 8, 2011

PAGES: 39-69

Youtube list: Please watch before each port.

Spain: Spain Travel Guide – Must-see attractions

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=rut5DVgtkOI>

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

China: Capsule Hotel Concept in China

<https://www.youtube.com/watch?v=NmOqIQGmq3I>

Japan: Japan’s most exclusive hotel, Amanemu tour

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

ADDITIONAL RESOURCES

None