



## RRTM302 – Hospitality and Tourism

### Master Course Syllabus

#### Course Overview (QM Standards 1.2)

##### Course description:

This course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are also introduced to the role of service in the hospitality/tourism industry.

##### Course Goals and Objectives:

- Examine the key factors in the growth and development of hospitality and tourism.
- Investigate the issues and trends facing the hospitality/tourism industry.
- Appraise the value of effective leaders and managers in the hospitality/tourism industry and the effective-leader characteristics that contribute to that value.

#### Pre-Requisites (QM Standard 1.6)

No pre-requisites are required for this course.

#### Minimum Technical Requirements and Online Resources (QM Standards 1.5 & 1.7)

In addition to a web browser (preferably Firefox) that is Blackboard compatible, you will need the following software in order to complete the activities in this class:

1. Word processing package capable of reading and creating .doc, .docx or rich text formatted (rtf) documents.
2. *Adobe Acrobat Reader*: If you do not have *Adobe Acrobat Reader*, you can download it free from <http://www.adobe.com/products/acrobat/readstep.html>
3. PDF Creator Software: If you are using a MAC or do not have software capable of saving a file as a .doc or .docx file and do not have the capability on your campus to print files to PDF, you can download a free version of *CutePDF* at

<http://www.cutepdf.com/Products/CutePDF/writer.asp> This software installs a virtual printer on your PC that allows you to print files to the PDF format.

4. **Virus Protection Software:** This course requires you to download and upload files from your PC. Virus protection software protects your computer and my computer.

**Online Resources:** This course makes use of many online resources. I have made every effort to make sure the links I have are up-to-date. However, due to the changing nature of the web, you may find that a resource is temporarily unavailable or has been removed. If this should happen, please send me an email and I will find an alternative resource or modify the assignment accordingly.

## **Instructor Information (QM Standards 1.8 & 5.3)**

Individual instructors complete this information.

### **Virtual Office Hours**

I am available in my virtual office by appointment only. Send me an email to set up an appointment.

### **Personal Commitment**

My personal commitments to you as a participant include:

I will reply to course mail messages within 24 hours;

I will read all discussion postings and will reply where appropriate within 3 days

I will acknowledge my receipt of every course mail message immediately upon reading it. If I am unable to respond to the request or concern at the time of initial reply, I will give you an estimated time for my next reply.

If I am going to be away from the course space for more than a day or two, I will send a message to you indicating the length of my absence.

I will regularly update information regarding due dates in the course announcements.

## **Optional/Required Course Materials (QM Standard 4.6)**

All required content is included in each of the modules.

## **Grading Policy (QM Standard 3.2)**

Each module consists of a series of assignments and discussions, each having specific point values. For each assignment or discussion you will be given the rubric or grading criteria from which you will be evaluated.

|                           |     |
|---------------------------|-----|
| Discussions (6*10 points) | 60  |
| Reports (8*25 points)     | 200 |

|               |            |
|---------------|------------|
| <b>Total:</b> | <b>260</b> |
|---------------|------------|

Final letter grades will be based on the following grading scale:

| Points Earned | Final Letter Grade |
|---------------|--------------------|
| 234 - 260     | A                  |
| 208 - 259     | B                  |
| 182 - 207     | C                  |
| 156 - 181     | D                  |
| Below 156     | F                  |

## **Module Objectives and Assessments (QM Standard 2.2, 2.3, 2.4, 2.5, 3.4, 3.5, 5.1)**

### **Module 1**

After you have complete the readings and content for this module you will be able to:

- Analyze consumer needs in the hospitality/tourism industry and the services required to fulfill these needs. (M1S1: Self-assessment, M1A1: Report, An Analysis of Consumer Needs and Resultant Required Services in the Hospitality/Tourism Industry)
- Assess the economic, social, and environmental impacts of tourism worldwide. (M1S2: Self-assessment, M1S3: Self-assessment, M1A2: Discussion, An Assessment of Economic, Social and Environmental Impacts on Tourism Worldwide)
- Investigate the varieties, types and functions of organizations serving the needs of the tourism industry. (M1S4: Self-assessment, M1S5: Self-assessment, M1A3: Report, An Investigation of the Varieties, Types, and Functions of Organizations Serving the Tourism Industry)
- Discuss alternatives to tipping. (M1A4: Discussion, Tipping Alternatives)
- Examine various types of festivals and events and ways in which these are funded and organized. (M1A5: Report, The Funding and Organization of Festivals and Events)
- Describe the MCIT (meetings, convention, and incentive travel) component and its economic impact). (M1A6: Discussion, A Description of the MCIT Impact)

### **Module 2**

After you have complete the readings and content for this module you will be able to:

- Analyze the issues and trends facing the hotel, restaurant, and event industries. (M2A1: Report, An Analysis of Issues and Trends in the Hotel, Restaurant, and Event Industries)
- Apply the PEEEST model to describe political, economic, environmental, social, and technological trends affecting global tourism and travel. (M2A2: Report, Application of the PEEEST Model to Global Tourism and Travel)
- Identify current events that will have an impact on the hospitality/tourism industry. (M2S1: Self-assessment, M2A3: Report, Current Events Impacting Hospitality/Tourism: Climate Change)
- Describe the concepts of risk and risk management. (M2A4: Discussion, The Concepts of Risk and Risk Management: Dark Tourism and The Steveston Hotel Case)

### **Module 3**

After you have complete the readings and content for this module you will be able to:

- Explain the importance of customer service. (M3A1: Discussion, The Importance of Customer Service)
- Examine the characteristics of exceptional customer service and its benefits. (M3S1: Self-assessment, M3A2: Report, The Characteristics and Benefits of Exceptional Customer Service)
- Discuss the importance of effective leadership and management. (M3A3: Discussion, The Importance of Effective Leadership and Management)
- Discuss the characteristics of effective leaders in the hospitality industry. (M3A4: Report, The Characteristics of Effective Leaders in the Hospitality Industry)