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SENATE COUNCIL

Course Information

Date Submitted: 12/11/2015

Current Prefix and Number: HMT - Hospitality Management , HMT 580 TRENDS ANALYSIS THE HOSPITALITY INDUSTRY

Other Course:

Proposed Prefix and Number: HMT 580

What type of change is being proposed?

Major – Add Distance Learning

Should this course be a UK Core Course? No

1. General Information

a. Submitted by the College of: AGRICULTURE, FOOD AND ENVIRONMENT

b. Department/Division: Retailing & Tourism Management

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Scarlett Wesley

Email: scarlett.wesley@uky.edu

Phone: 859-257-7778

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: Yes OR Effective Semester:

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: Please Add

b. Full Title: TRENDS ANALYSIS FOR THE HOSPITALITY INDUSTRY

Proposed Title: TRENDS ANALYSIS FOR THE HOSPITALITY INDUSTRY

c. Current Transcript Title: TRENDS ANALYSIS THE HOSPITALITY INDUSTRY

Proposed Transcript Title: TRENDS ANALYSIS THE HOSPITALITY INDUSTRY

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: *Letter (A, B, C, etc.)*

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: The course is designed to acquaint the student with the major trends occurring in the hospitality industry and to develop analytical skills required to interpret them. Throughout the course, the student should be able to identify trends; their timing; the causal effects they have on organizations; the actual probability of their occurrence; and impact they will have on the organization.

Proposed Course Description for Bulletin: The course is designed to acquaint the student with the major trends occurring in the hospitality industry and to develop analytical skills required to interpret them. Throughout the course, the student should be able to identify trends; their timing; the causal effects they have on organizations; the actual probability of their occurrence; and impact they will have on the organization.

2j. Current Prerequisites, if any: Prereq: graduate student status or HMT 120, HMT 210, HMT 270 and HMT 308.

Proposed Prerequisites, if any: Prereq: graduate student status or HMT 120, HMT 210, HMT 270 and HMT 308.

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component:

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

Distance Learning Form

Instructor Name: Jason Swanson

Instructor Email: jasonswanson@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students?

Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? This course syllabus does conform to the University Senate Syllabus Guidelines, specifically the Distance Learning Considerations. All materials for this course will be managed on the student Canvas system.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. Content for the Distance Learning student will be the same as for a classroom-based student. Students taking an online course will be offered the same services as students enrolled in face to face courses at the University of Kentucky in the Department of Retailing and Tourism Management. When two sections of the same course are offered, one being face to face and one being distance, students will be held to the same requirements for each, have the same content presented to them, and be assessed in the same ways for each.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. Students will submit work in Canvas using the appropriate course website. Canvas is a password protected system. Students are given the University's policy regarding academic integrity on their syllabus. There will be no exams given for assessment in this course.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? no

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Students in an online section of this course will be given access to the same materials and information as any face to face students taking this course. These materials and information will be delivered to students via Canvas and the course webpage located on Canvas. Online students will have access to all services at the University of Kentucky. The instructor for this course will also be available electronically to the students taking the online section via virtual office hours and the Canvas course webpage.

6. How do course requirements ensure that students make appropriate use of learning resources? Students in both the distance learning and classroom setting sections of this course will be given all course materials via Canvas.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. All necessary access for students enrolled in an online section of this course is provided on the Canvas course webpage. This includes course materials, discussion boards, submission of assignments, syllabus, and readings. The instructor will also use Canvas to communicate with students and as a way to provide the most updated information about the course.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)? The following statement appears on the syllabus: Canvas Course website, syllabus, course materials, assignments, grades and external resources and important announcements will be posted on Canvas from time to time; therefore, it is crucial that you make it a habit to check the course website frequently. The Blackboard system utilizes your @uky e-mail address as the default. The instructor will use the Canvas "communications" tab to send important information and announcements during the semester. Therefore, you should make it a habit to check your UK email account regularly, or make arrangements to have your e-mail forwarded to the account you check most frequently. If you have technical problem to access the course materials please contact TASC (www.uky.edu/TASC/; 859-257-8272) and Information Technology Customer Service Center (www.uky.edu/UKIT/; 859- 257-1300).

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? YES

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology. Course will be delivered using Blackboard

10. Does the syllabus contain all the required components? YES

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Jason Swanson

SIGNATURE|VPWICK0|Vanessa P Jackson|HMT 580 CHANGE Dept Review|20150417

SIGNATURE|LGRABAU|Larry J Grabau|HMT 580 CHANGE College Review|20150925

SIGNATURE|JMETT2|Joanie Ett-Mims|HMT 580 CHANGE Undergrad Council Review|20151217

SIGNATURE|ZNNIKO0|Roshan N Nikou|HMT 580 CHANGE Graduate Council Review|20160210

Course Change Form

https://myuk.uky.edu/sap/bc/soap/rfc?services=

Open in full window to print or save

Generate R

Attachments:

Upload File

ID	Attachment
Delete 5502	HMT 580 UGC Review Checklist.docx
Delete 5984	HMT 580 Trends Analysis for the Hospitality Indust

1

NOTE: Start form entry by choosing the Current Prefix and Number
(*denotes required fields)

Current Prefix and Number: HMT - Hospitality Management HMT 580 TRENDS ANALYSIS THE HOSPITALITY INDUSTRY		Proposed Prefix & Number: (example: PHY 401G) <input checked="" type="checkbox"/> Check If same as current	HMT 580
* What type of change is being proposed?		<input type="checkbox"/> Major Change <input checked="" type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, exception to the same "hundred series": <input type="checkbox"/> Minor - editorial change in course title or description which does not in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in content or emphasis, or which is made necessary by the elimination or sig alteration of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above	
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No If YES, check the areas that apply: <input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics			
1. General Information			
a. Submitted by the College of:		AGRICULTURE, FOOD AND ENVIRONMENT	
b. Department/Division:		Retailing & Tourism Management	
c.* Is there a change in "ownership" of the course? <input type="radio"/> Yes <input checked="" type="radio"/> No If YES, what college/department will offer the course instead? <input type="text" value="Select..."/>			
e.* Contact Person Name:		Scarlett Wesley Email: scarlett.wesley@uky.edu Phone: 859-257-7778	
* Responsible Faculty ID (if different from Contact):		Email: Phone:	
f.* Requested Effective Date:		<input checked="" type="checkbox"/> Semester Following Approval OR Specific Term: <input type="text"/>	
2. Designation and Description of Proposed Course.			
a. Current Distance Learning(DL) Status:		<input type="radio"/> N/A <input type="radio"/> Already approved for DL* <input checked="" type="radio"/> Please Add <input type="radio"/> Please Drop	
*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box) that proposed changes do not affect DL delivery.			
b. Full Title:		TRENDS ANALYSIS FOR THE HOSPITALITY INDUSTRY	
Proposed Title: *		TRENDS ANALYSIS FOR THE HOSPITALITY INDUSTRY	
c. Current Transcript Title (if full title is more than 40 characters):		TRENDS ANALYSIS THE HOSPITALITY INDUSTRY	
c. Proposed Transcript Title (if full title is more than 40 characters):		TRENDS ANALYSIS THE HOSPITALITY INDUSTRY	
d. Current Cross-listing:		<input checked="" type="checkbox"/> N/A OR Currently ³ Cross-listed with (Prefix & Number): none	

Proposed - ADD ² Cross-listing (Prefix & Number):					
Proposed - REMOVE ^{3,4} Cross-listing (Prefix & Number):					
e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours⁵ for each meeting pattern type.					
Current:	Lecture 3	Laboratory ⁵	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other	Please explain:	
Proposed: *	Lecture 3	Laboratory ⁵	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other	Please explain:	
f. Current Grading System:		ABC Letter Grade Scale			
Proposed Grading System:*		<input checked="" type="radio"/> Letter (A, B, C, etc.) <input type="radio"/> Pass/Fail <input type="radio"/> Medicine Numeric Grade (Non-medical students will receive a letter grade) <input type="radio"/> Graduate School Grade Scale			
g. Current number of credit hours:	3		Proposed number of credit hours:*	3	
h.* Currently, is this course repeatable for additional credit?					<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be repeatable for additional credit?					<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES:	Maximum number of credit hours:				
If YES:	Will this course allow multiple registrations during the same semester?				<input type="radio"/> Yes <input checked="" type="radio"/> No
i. Current Course Description for Bulletin:					
The course is designed to acquaint the student with the major trends occurring in the hospitality industry and to develop analytical skills required to interpret them. Throughout the course, the student should be able to identify trends; their timing; the causal effects they have on organizations; the actual probability of their occurrence; and impact they will have on the organization.					
* Proposed Course Description for Bulletin:					
The course is designed to acquaint the student with the major trends occurring in the hospitality industry and to develop analytical skills required to interpret them. Throughout the course, the student should be able to identify trends; their timing; the causal effects they have on organizations; the actual probability of their occurrence; and impact they will have on the organization.					
j. Current Prerequisites, if any:					
Prereq: graduate student status or HMT 120, HMT 210, HMT 270 and HMT 308.					
* Proposed Prerequisites, if any:					
Prereq: graduate student status or HMT 120, HMT 210, HMT 270 and HMT 308.					
* 					
k. Current Supplementary Teaching Component, if any:					
<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both					

Proposed Supplementary Teaching Component:	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input type="radio"/> No Change
3. Currently, is this course taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, enter the off campus address:	
4.* Are significant changes in content/student learning outcomes of the course being proposed?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, explain and offer brief rationale:	
5. Course Relationship to Program(s).	
a.* Are there other depts and/or pgms that could be affected by the proposed change?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, identify the depts. and/or pgms:	
b.* Will modifying this course result in a new requirement ² for ANY program?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES ² , list the program(s) here:	
6. Information to be Placed on Syllabus.	
a. <input type="checkbox"/> Check box if changed to 400G or 500.	If changed to 400G- or 500-level course you must send in a syllabus and you must include the differentiator undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and establishing different grading criteria in the course for graduate students. (See SR 3.1.4.)

Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for t fields are required!

Introduction/Definition: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instruct in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer techn

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the require below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equi experience for students utilizing DL. (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix: HMT 580	Date: 4/17/2015
Instructor Name: Jason Swanson	Instructor Email: jasonrswanson@uky.edu
Check the method below that best reflects how the majority of the course content will be delivered.	
Internet/Web-based <input checked="" type="checkbox"/>	Interactive Video <input type="checkbox"/> Hybrid <input type="checkbox"/>

Curriculum and Instruction

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to Univers Syllabus Guidelines, specifically the Distance Learning Considerations?
 This course syllabus does conform to the University Senate Syllabus Guidelines, specifically the Distance Learning Considerations. All materials for this course will be managed on the student Canvas system.
2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goi assessment of student learning outcomes, etc.
 Content for the Distance Learning student will be the same as for a classroom-based student. Students taking an online course will be offered the same services as students enrolled in face to face courses at the University of

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

Students will submit work in Canvas using the appropriate course website. Canvas is a password protected system. Students are given the University's policy regarding academic integrity on their syllabus. There will be no exams

4. Will offering this course via DL result in at least 25% or at least 50%* (based on total credit hours required for completion) of a degree program being offered via a DL, as defined above?

no

Which percentage, and which program(s)?

*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL deliv six months from the date of approval.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom se

Students in an online section of this course will be given access to the same materials and information as any face to face students taking this course. These materials and information will be delivered to students via

Library and Learning Resources

6. How do course requirements ensure that students make appropriate use of learning resources?

Students in both the distance learning and classroom setting sections of this course will be given all course materials via Canvas.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

All necessary access for students enrolled in an online section of this course is provided on the Canvas course webpage. This includes course materials, discussion boards, submission of assignments, syllabus, and readings.

Student Services

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

The following statement appears on the syllabus: Canvas Course website, syllabus, course materials, assignments, grades and external resources and important announcements will be posted on Canvas from time to time; therefore,

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?

- Yes
 No

If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

Course will be delivered using Blackboard

10. Does the syllabus contain all the required components, below? Yes

- Instructor's *virtual* office hours, if any.
- The technological requirements for the course.
- Contact information for Distance Learning programs (<http://www.uky.edu/DistanceLearning>) and Information Technology Customer Service Center (<http://www.uky.edu/UKIT/Help/>; 859-218-HELP).
- Procedure for resolving technical complaints.
- Preferred method for reaching instructor, e.g. email, phone, text message.
- Maximum timeframe for responding to student communications.
- Language pertaining academic accommodations:
 - "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Res Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu."
- Specific dates of face-to-face or synchronous class meetings, if any.
- Information on Distance Learning Library Services (<http://www.uky.edu/Libraries/DLIS>)
 - Carla Cantagallo, DL Librarian
 - Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
 - Email: dllservice@email.uky.edu
 - DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?lib_id=253&lib_id=16

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

Jason Swanson

Abbreviations: DLP = Distance Learning Programs ATG = Academic Technology Group Customer Service Center = 859-218-HELP (<http://www.uky.edu/UKIT/Help/>)

^[2] See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "n form will be sent to appropriate academic Council for normal processing and contact person is informed.

^[2] Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

^[2] Signature of the chair of the cross-listing department is required on the Signature Routing Log.

^[2] Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

^[2] Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

^[2] You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.

^[2] In order to change a program, a program change form must also be submitted.

General Course Information

- Full and accurate title of the course
- Departmental and college prefix
- Course prefix, number and section number
- Scheduled meeting day(s), time and place

Instructor Contact Information (if specific details are unknown, "TBA" is acceptable for one or more fields)

- Instructor name
- Contact information for teaching/graduate assistant, etc.
- Preferred method for reaching instructor
- Office phone number
- Office address
- UK email address
- Times of regularly scheduled office hours and if prior appointment is required

Course Description

- Reasonably detailed overview of the course (course description should match on syllabus and eCATS form)
- Prerequisites, if any (should match on syllabus and eCATS form)
- Student learning outcomes
- Course goals/objectives
- Required materials (textbook, lab materials, etc.)
- Outline of the content, which must conform to the Bulletin description
- Summary description of the components that contribute to the determination of course grade
- Tentative course schedule that clarifies topics, specifies assignment due dates, examination date(s)
- Final examination information: date, time, duration and location
- For 100-, 200-, 300-, 400-, 400G- and 500-level courses, numerical grading scale and relationship to letter grades for undergraduate students
- For 400G-, 500-, 600- and 700-level courses, numerical grading scale and relationship to letter grades for graduate students. (Graduate students cannot receive a "D" grade.)
- Relative value given to each activity in the calculation of course grades (Midterm=30%; Term Project=20%, etc.)
- Note that undergraduate students will be provided with a Midterm Evaluation (by the midterm date) of course performance based on criteria in syllabus
- Policy on academic accommodations due to disability. Standard language is below:

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

UGE Review ()

Points for assignments are totaled incorrectly (Trade Press Article points total should be 177 instead of 77, making the grand total 925 points instead of 825); grading scale would also need to be corrected ✓

Revise Missed/Late work policy to clarify that students with excused absences have one week following the absence to contact instructor ✓

Update Academic Integrity and Disability policies

Add Excused Absences policy

Course Policies

- Attendance
- Excused absences
- Make-up opportunities
- Verification of absences
- Submission of assignments
- Academic integrity, cheating & plagiarism
- Classroom behavior, decorum and civility
- Professional preparations
- Group work & student collaboration

Committee Review ()
Comments

HMT 580 – Trends Analysis for the Hospitality Industry

Instructor

Dr. Jason R. Swanson, Ph.D.

120 Erikson Hall

Phone: (859) 257-4965

Email: jasonrswanson@uky.edu (preferred method, will respond within 2 business days)

Office hours: Wednesdays from 1:30pm to 2:30pm, or by appointment

Teaching Assistant

TBA

Course Description

The course is designed to acquaint the student with the major trends occurring in the hospitality industry and to develop analytical skills required to interpret them. Throughout the course, the student should be able to identify trends; their timing; the causal effects they have on organizations; the actual probability of their occurrence; and impact they will have on the organization. Prereq: Graduate student status or HMT 120, HMT 210, HMT 270 and HMT 308.

This is a distance learning course. The course materials will be delivered via Canvas. If you have any problem to access Canvas and have questions regarding a distance class please contact Distance Learning Program (DLP) (<http://www.uky.edu/DistanceLearning/>; 859-257-3377) and Information Technology Customer Service Center (www.uky.edu/UKIT/; 859-257-1300).

Contact information for Distance Learning Library Services

Phone: (859) 218-1240

Fax: (859) 257-0505

E-mail: dllservice@lsv.uky.edu

Librarian: Carla Cantagallo

2-2, north wing, William T. Young Library 0456

Website: <http://libraries.uky.edu/dlls>

Course Objectives

1. To provide knowledge about historical and future trends in the tourism industries
2. To enhance skills in analysis and creative thinking
3. To encourage students to think about tourism impacts beyond economic, such as environmental, social, cultural, and other factors
4. To create opportunities for students to build a professional network in an industry sector they would like to explore

Student Learning Outcomes

At the end of the course, students will be able to:

- Discuss the history and present situation of a tourism industry sector that is of particular interest to you
- Discuss how environmental and societal factors change and have affected tourism industry sectors in the past and how changes may impact the sectors in the future
- Build a network of professionals in your field of interest
- Present research findings to members of the academic and professional communities
- Work with multiple qualitative and quantitative analytical tools

Required Readings

Although no textbook is required for this course, weekly readings will be assigned in the form of scholarly research articles, book chapters, articles in the popular press, articles in the trade press, and other sources. The readings will be distributed via Canvas.

Assignments

Weekly Assignments

Online lectures and Weekly Assignments will be available by 3:00pm each Friday on Canvas. All Weekly Assignments will be due by 8:00am Eastern on the following Friday.

- Weekly Reading Assignments (WRA)
 - You will be responsible for questions assigned about topics covered in each weekly reading.
- Questions (LQ)
 - Each week, you will submit one question about a topic presented in the weekly lecture about which you need clarification or would like a deeper understanding. After being reviewed by the instructor, your question will be made available to one of your classmates who will answer it.
- Question Answers (LQA)
 - You will be assigned a classmate's Lecture Question and will provide an answer that will be shared with the class after the answer is graded.

Periodic Submissions

Periodically, you will submit a short assignment that is part of the semester-long project. There will be a total of 10 Periodic Submissions, each worth 15 points. You will submit your work through Canvas. All Periodic Submissions will be due by 11:59pm on Mondays. The assignments are:

- Periodic Submission #1
 - Complete online survey to indicate the tourism industry sectors you would like to investigate this semester. One industry sector will be assigned to you.
- Periodic Submission #2
 - Research facts about the size and scope of your assigned industry sector

- Periodic Submission #3
 - Analyze how your industry sector has changed over time
- Periodic Submission #4
 - Summarize four scholarly articles about your industry sector
- Periodic Submissions #5-10
 - Summarize weekly newsfeeds from Google Alerts about your assigned industry sector
 - You will scan through the news articles and write at least eight bullet points summarizing the news from the week
 - You will answer the question: “How does what I’m reading affect my industry sector?”

Online Presentations – Graduate Only

You will develop and deliver two PowerPoint presentations about topics related to the semester project. You will record your presentations as a lecture that will be viewed by other students in HMT 580.

- Macro-Environmental Factor Analysis Presentation
 - The first presentation you will develop and deliver will be about changes in one macro-environmental factor and how those changes affect hospitality and tourism.
- Societal Impact Analysis Presentation
 - The second presentation you will deliver will be about how societal factors such as literature, culture, religion, and politics influence individual behavior and how those influences affect tourism.

Delphi Method Research Project

We will learn about current trends in the selected industry sectors directly from industry experts. We will collect input from experts using a research method known as Delphi. Delphi is a way to discover consensus of opinion among a panel of experts through an iterative process of refining responses from the expert panel. This project will consist of four components:

Expert Sample

The reliability and validity of a Delphi study depends on the characteristics of members of the expert panel. Each student will identify 20 top experts in their selected industry. All experts should be high-level managers of companies or organizations in the field. You will find their name, title, company name, and email address. You will also provide the source of your information. You will submit this information in a spreadsheet on Canvas. If email addresses are not valid or if some of them are the same as what other students submit, you may be asked to find more experts for the sample.

Round 1 Data Collection and Analysis

The survey will ask for open-ended responses from the expert panel and will be distributed through Qualtrics, an online research software package. The Teaching Assistant will administer the survey software for all groups and I will deliver the data to you.

You will analyze responses from the survey for reoccurring patterns and themes. You will use Content Analysis to identify patterns and themes. Through this analysis, you will identify a list of possible industry trends based on the survey participants' responses.

Round 2 Data Collection and Analysis

We will send the compiled list of possible trends to the survey sample again and ask them to rate the relevance of each trend. When responses are received, you will analyze the averages of responses. Based on the average relevance rating, you will create a list of pertinent trends.

Round 3 Data Collection and Analysis

In the final round of data collection and analysis, we will send the list of pertinent trends back to the sample and ask each individual to rank the list. The ranked responses will be compared to the averages in Round 2 to check reliability and validity. This will result in a final list of the most important industry trends in each sector.

Trade Press Article – Graduate Only

Your paper will include: (a) information about the size and scope of your industry sector from information you provide in Periodic Submission #2, (b) brief details of how your industry sector has evolved over time from what you learn in Periodic Submission #3, (c) the elements of the current environment faced by businesses in the industry sector, which you will learn in Periodic Submissions #4-10 as well as lecture discussions, and (d) your analysis of trends discovered through the Delphi study.

Your paper will be in the form of a trade press article, of roughly 1,200 words (approximately 3.5 pages, double-spaced) similar to those you will read for your Periodic Submissions #5-10. You will develop your trade press article in stages that will include a detailed outline, a first draft, and a final draft of your trade press article. In the final weeks of the course, you will read and provide feedback on the draft articles of your classmates as part of the editing process and so you can learn about trends in other industry sectors.

At the completion of the semester, the highest quality articles will be submitted to trade magazines covering appropriate industry sectors. Because of this, your final draft will not be accepted with any typographical or grammatical errors.

Grading Schematic for Undergraduate Students

The weight of each Course Requirement will be as follows:

Weekly Assignments	
Weekly Reading Assignments (15 @ 10 points each)	150 points (18.2%)
Lecture Questions (14 @ 2 points each)	28 points (3.4%)
Lecture Question Answers (14 @ 5 points each)	70 points (8.5%)
Periodic Submissions (10 @ 15 points each)	250 points (30.3%)
Delphi Research Project	327 points (39.6%)
Expert Sample	100 points
Round 1 Analysis	90 points
Round 2 Analysis	80 points
Round 3 Analysis	57 points
Total	825 points

The following grading scale will be used to determine final grades:

A	742 – 825 points
B	660 – 741 points
C	577 – 659 points
D	576 – 495 points
E	0 – 494 points

Grading Schematic for Graduate Students

The weight of each Course Requirement will be as follows:

Weekly Assignments

Weekly Reading Assignments (15 @ 10 points each)	150 points (18.2%)
Lecture Questions (14 @ 2 points each)	28 points (3.4%)
Lecture Question Answers (14 @ 5 points each)	70 points (8.5%)
Periodic Submissions (10 @ 15 points each)	150 points (18.2%)
Online Presentations (2 @ 50 points each)	100 points (12.1%)
Delphi Research Project	250 points (30.3%)
Expert Sample	80 points
Round 1 Analysis	70 points
Round 2 Analysis	60 points
Round 3 Analysis	40 points
Trade Press Article	77 points (9.3%)
Detailed Outline	10 points
First Draft	27 points
Final Article	40 points

Total **825 points**

The following grading scale will be used to determine final grades:

A	742 – 825 points
B	660 – 741 points
C	577 – 659 points
E	0 – 576 points

Mid-term Grade

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/registrar/content/academic-calendar>).

Course Policies

You will be responsible for checking class website, reading all articles and other class materials, contributing to the class, and completing all assignments on time. You are expected to adhere to all relevant University rules and regulations, to follow the course syllabus and schedule, to attend each class session on time.

Canvas Access Required

The course WEBSITE on UK's Canvas will provide: syllabus, readings, supplemental materials, grades and e-communications with instructors, teaching assistants, team members and fellow students. Be sure to check Canvas daily and

if you do not, you may not receive important information that can affect your grade. The Canvas system utilizes your @uky e-mail address as the default. The instructor will use the Canvas "communications" tab to send important information and announcements during the semester. Therefore, you should make it a habit to check your UK email account regularly, or make arrangements to have your e-mail forwarded to the account you check most frequently. If you have technical problem to access the course materials please contact TASC (www.uky.edu/TASC/; 859-257-8272) and Information Technology Customer Service Center (www.uky.edu/UKIT/; 859-257-1300).

Missed or Late Work

If your assignment is turned in after its deadline, there will be a deduction of 20 percent per day for each day it is late if there is not an excused reason. All assignments are due by 8am on Friday of each week. If an assignment is turned in on Friday but after 8am, it will be considered one day late. If a student misses a deadline for a university approved reason, the student has one calendar week to make up the work missed.

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Attendance Policy

Attendance in this course will not count as part of your grade. The following is the policy of the University of Kentucky regarding excused absences.

Excused Absences

Students need to notify the professor of absences prior to class when possible. *Senate Rules 5.2.4.2* defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859-257-3737, http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused) per University policy.

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness, or death in the family. Appropriate notification of absences due to University-related trips is required prior to the absence when feasible and in no case more than one week after the absence.

Academic Integrity

Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Senate Rules 6.3.1 (see <http://www.uky.edu/Faculty/Senate/> for the current set of *Senate Rules*) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person

to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

Technology

The University of Kentucky strongly recommends that each student purchase a personal laptop computer or equivalent tablet device. A student's program requirements, budget, and preference should be the primary factors in choosing a laptop/tablet. Most laptops on the market will meet basic needs; however, UK offers a few guidelines. A student should also consider the major he or she will be pursuing, as some areas of study may have more stringent requirements than the recommendations listed below.

Minimum suggested laptop computer hardware:

- Processor: Dual Core 1.3 Ghz or higher
- RAM: 4 GB minimum (more preferred)
- Hard Drive: 250 GB or larger preferred (minimum 100 GB or larger)
- Wireless card: 802.11n preferred (minimum 802.11 b/g compatible)
- Operating system: Most recent version for your hardware (for example, Mac OS 10.7+ or Windows 7+)
- Up-to-date virus software, preferably installed before coming to campus
- Webcam (some laptops come with an integrated webcam and will not require an external device)
- Headphones or headset with microphone
- *Other helpful options:* DVD/CD drive/burner, external hard drive (for data backup/extra storage), wired usb mouse, and laptop security cable

Minimum suggested tablet computer hardware:

- Processor: Dual Core 1.3 Ghz or higher | Apple A5 or higher
- Storage capacity: 32 GB or larger
- Wireless card: 802.11n preferred (minimum 802.11 b/g compatible)
- Operating system: Most recent version for your hardware (for example, Windows 8.1, Windows RT, iOS 7)
- *Other helpful options:* Adapters / Other Hardware.

Course Schedule

Week	Topics and Assignments
1	Topics: (1) Course Overview, (2) What is a trend?, (3) News Due at 8:00am Friday: WRA #1, LQ #1
2	Topics: (1) Delphi, (2) Plunkett Research, (3) Trade Associations Due at 11:59pm Monday: Periodic Submission #1 Due at 8:00am on Friday: WRA #2, LQ #2, LQA #1
3	Topics: (1) Survey Instruments, (2) Experts Due at 11:59pm Monday: Periodic Submission #2 Due at 8:00am on Friday: WRA #3, LQ #3, LQA #2
4	Topics: (1) Review Expert Sample, (2) Delphi Practice Due at 11:59pm Monday: Periodic Submission #3, Delphi Expert Sample Due at 8:00am on Friday: WRA #4, LQ #4, LQA #3
5	Topics: (1) Google News Alerts, (2) Data Analysis Due at 11:59pm Monday: Periodic Submission #4, Delphi Expert Sample Redo Due at 8:00am on Friday: WRA #5, LQ #5, LQA #4
6	Topic: (1) Macro-environmental and global trends Due at 11:59pm Monday: Periodic Submission #5, Macro-Environmental Factor Analysis Presentation Due at 8:00am on Friday: WRA #6, LQ #6, LQA #5
7	Topic: (1) Content Analysis Due at 11:59pm Monday: Periodic Submission #6, Delphi Round 1 Analysis – Part 1 Due at 8:00am on Friday: WRA #7, LQ #7, LQA #6
8	Topic: (1) Conceptual Mapping Due at 11:59pm Monday: Periodic Submission #7, Delphi Round 1 Analysis – Part 2 Due at 8:00am on Friday: WRA #8, LQ #8, LQA #7
9	Topic: (1) Societal Impact Analysis Due at 11:59pm Monday: Periodic Submission #8, Societal Impact Presentation Due at 8:00am on Friday: WRA #9, LQ #9, LQA #8
10	Spring Break
11	Topic: (1) Writing a trade press article Due at 11:59pm Monday: Delphi Round 2 Analysis, Detailed Outline of Trade Press Article Due at 8:00am on Friday: WRA #10, LQ #10, LQA #9
12	Topic: (1) Interpreting Trends Due at 8:00am on Friday: WRA #11, LQ #11, LQA #10
13	Topic: (1) Trends from the last two years Due at 11:59pm Monday: Delphi Round 3 Analysis Due at 8:00am on Friday: WRA #12, LQ #11, LQA #11
14	Topic: (1) Tourism system components and associated trends Due at 11:59pm Monday: First Draft of Trade Press Article Due at 8:00am on Friday: WRA #13, LQ #12, LQA #12
15	Topic: TBD Due at 11:59pm Monday: Final Draft of Trade Press Article Due at 8:00am on Friday: WRA #14, LQ #13, LQA #13
16	Topic: TBD Due at 8:00am on Friday: WRA #15, LQA #14

Note: Topics are subject to change. Students will be notified of any changes.