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APR 3 2015

OFFICE OF THE
SENATE COUNCIL**1. General Information**

1a. Submitted by the College of: AGRICULTURE, FOOD AND ENVIRONMENT

Date Submitted: 1/21/2015

1b. Department/Division: Retailing & Tourism Management

1c. Contact Person

Name: Tricia Day

Email: tricia.day@uky.edu

Phone: 7-6025

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course? No

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?: No

2b. Prefix and Number: HMT 420

2c. Full Title: Kentucky Bourbon Hospitality and Tourism

2d. Transcript Title: Kentucky Bourbon Hospitality and Tourism

2e. Cross-listing:

2f. Meeting Patterns

LECTURE: 3

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: Bourbon is big business in the Bluegrass State and is a distinctive spirit product of the United States. This class will introduce students to the basic manufacturing process while promoting an understanding and awareness of the bourbon industry to focus on the history, culture, heritage and value of bourbon in the state of Kentucky. The course will include guest speakers, field trips and a class project with the Kentucky Bourbon Trail. Some class meeting times will need to be extended to accommodate field trips.

2k. Prerequisites, if any: 21 years old and permission of the instructor

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Fall,

Will the course be offered every year?: Yes

If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?: 30-35

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: Yes

Will it be of interest to a significant number of students outside the degree pgm?: Yes

If Yes, explain: It will be included as an option for the Undergraduate Certificate in Distillation, Wine and Brewing Studies.

8. Check the category most applicable to this course: Not Yet Found in Many (or Any) Other Universities ,

If No, explain:

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: No

If YES, name the proposed new program:

b. Will this course be a new requirement for ANY program?: No

If YES, list affected programs:

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: No

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

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?

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.

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.

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?

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?

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

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

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/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

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.

10. Does the syllabus contain all the required components? NO

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

Instructor Name:

SIGNATURE|VPWICK0|Vanessa P Jackson|HMT 420 NEW Dept Review|20141110

SIGNATURE|LGRABAU|Larry J Grabau|HMT 420 NEW College Review|20150121

SIGNATURE|JMETT2|Joanie Eit-Mims|HMT 420 NEW Undergrad Council Review|20150403

HMT 420: Kentucky Bourbon Hospitality and Tourism
Fall 2014 Thursdays 3:30-6:00pm
Erikson Hall 307

Instructor Information

Dr. Tricia M. Day, CPRP
Office: Erikson Hall 315C
Email*: tricia.day@uky.edu*preferred method of contact
Phone: 859-257-6025
Office Hours: Tuesdays & Thursdays 10-11am
available via appointment at other times

Teaching Assistant Information

Ms. Thu Tran
Office: Erikson 303 (HMT TA Offices)
Email*: TTTR223@uky.edu
*preferred method of contact

Course Description

Bourbon is big business in the Bluegrass State and is a distinctive spirit product of the United States. This class will introduce students to the basic manufacturing process while promoting an understanding and awareness of the bourbon industry to focus on the history, culture, heritage and value of bourbon in the state of Kentucky. The course will include guest speakers, field trips and a class project with the Kentucky Bourbon Trail. Course fee will apply; some class meeting times will need to be extended to accommodate field trips.

Student Learning Outcomes

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

1. Outline the basic manufacturing process of bourbon for each distillery and be able to compare and contrast those processes for visitors. (Pre-Trip Briefing & Trip Journal)
2. Develop a sample itinerary for a Kentucky bourbon experience including attractions, food and lodging as well as a budget. (Bourbon Trail Itinerary)
3. Relate the colorful history of bourbon in the US and Kentucky with an emphasis on the implications of bourbon manufacturing through and after prohibition to visitors. (Final Presentation – Bourbon Through The Ages)
4. Compare and contrast the selection process as it relates to the taste profile of at least three types of bourbon. (Food pairing and distillery tastings)
5. Describe the flavor wheel characteristics as it relates to the taste profile of at least three types of bourbon. (Distillery Tastings)
6. Defend the value and significance of the Bourbon industry to the State of Kentucky both socially and economically. (KY Bourbon Economic Impact – Press Release and Final Presentation – Bourbon Through The Ages)

Required Textbook

Reigler, S. (2013). Kentucky Bourbon Country: The Essential Travel Guide 978-0-8131-4248-7
Veatch, M. R. (2013). Kentucky Bourbon Whiskey: An American Heritage 978-0-8131-4165-7

Required Reading

KY Bourbon Economic Impact Study – Link will be provided.

Optional Textbook

Knudson, D. M., Cable, T. T. & Beck, L. (2003). Interpretation of Cultural and Natural Resources. 978-1-892132-39-0

Grading Scale/Points

A	900-1000 points
B	800-899 points
C	700-799 points
D	600-699 points
E	599 points and below

Assessment Opportunities

This course takes a great deal of planning and is largely dependent on the availability of industry experts. If a specific site or speaker cancels or becomes otherwise unavailable, I reserve the right to substitute a site or speaker with a respective assignment for the same value.

Pre-Trip Research Briefing 75 points

Students will be divided into work groups and asked to research the internet for information available for a distillery and provide the class with a pre-trip briefing the week prior to our travel. Details will be provided.

Maker's Mark, Town Branch, Buffalo Trace, Woodford Reserve or Jim Beam

Field trips: Field trips are scheduled throughout the semester to various distilleries (Maker's Mark, Town Branch, Buffalo Trace, Woodford Reserve or Jim Beam).

All students are required to participate in the field trips. The scheduled times are to be during our class periods, but may extend before and beyond that time period. If you need an excuse for class for the extended time period, one can be provided. Students are required to pay a fee of \$100.00 to cover the cost of the bus to travel to and from field trips for some but not all field trips (Maker's Mark, Town Branch, Buffalo Trace, Woodford Reserve or Jim Beam)..

Journals 450 points (75 points each)

Guided reflection journals will be assigned for each distillery tour based on particulars of that distillery and their primary focus/contribution to achieving the course objectives.

Maker's Mark

Town Branch

Buffalo Trace

Woodford Reserve

Jim Beam

Food Pairing

Assignments 150 points (75 points each)

Specific assignment sheets will be available to detail the specific requirements of each assignment but each assignment looks at a different aspect of Bourbon Hospitality and Tourism and how to connect the bourbon industry to visitors or potential visitors.

Bourbon Trail Itinerary

Bourbon Trail Economic Impact Study Press Release

Speaker Reflections 200 points (50 points each)

Several of our speakers will be presenting topics rather than facility tours. Students will be asked guided reflection questions that relate specifically to the speakers topic and relevance to course objectives.

Enoteca/Seth Brewer

Reigler/Spaulding

Barrel Cooperage

KY Bourbon Trail Coordinator

Final Presentation 125 points

Students will be presenting the influence and impact of Bourbon in a specific time period "Bourbon Through The Ages". This will be the same groups used in the Pre-Trip Briefing presentations. More detailed instructions will be provided.

Visitor Interpretation Presentation –Bourbon Through the Ages

Submission of Work

Specific instructions for work will be outlined on supplemental assignment sheets and may direct you to alternative submission methods/requirements. Follow the specific assignment instructions but in general: assignments are due at the beginning of class. **Plan for the unexpected – no paper, broken printer, no computers available, etc. Late work will not be accepted for full credit. No handwritten papers will be accepted. Late work will not receive full credit.** Late work will be accepted with an excused absence (students have one week following the absence to contact the instructor regarding missed graded work)

Course Calendar

Tentative!!!! Subject to Change Early and Often!!

Thursdays	
Week 1	Intro, Expectations, Field Trips, What is Bourbon? The Art of Interpretation and Guiding Tours
Week 2	Kentucky Bourbon Whiskey Discussion – Have read Kentucky Bourbon Whiskey Part 1 MM Pre- Trip Presentation
Week 3	Field Trip: Makers Mark field trip/Barrel Cooperage– Leave at noon – Return at 9:00/9:30pm
Week 4	Guest Speaker: Seth Brewer - Discuss working with distributors and marketing with distilleries
Week 5	Kentucky Bourbon Whiskey Discussion – Have read Kentucky Bourbon Whiskey Part 2 WR – Pre-Trip Presentation Writing a press release
Week 6	Field Trip: Woodford Reserve –
Week 7	Guest Speaker: Adam Johnson – Bourbon Distillers Association Have Read the KY Bourbon Economic Impact Report KY Bourbon Trail – Growth, Economic Impact, Marketing and Promotion Press Release Due
Week 8	Developing a Travel Itinerary and TB – Pre-Trip Presentation
Week 9	Field Trip: Town Branch – 401 Cross Street (near intersections of Versailles Rd. and W. Maxwell St.) Bourbon Trail Itinerary Due
Week 10	Food pairing and flavor wheel analysis – Boone Center – Meet there by 3:45 JB – Pre-Trip Presentation
Week 11	Field Trip: Jim Beam –
Week 12	Guest Speaker: Susan Reigler & Pam Spaulding – Author and Photographer for KY Bourbon Country: The essential travel guide - Have Read Kentucky Bourbon Country Discuss research and writing a travel guide & Bourbon Tourism in Kentucky
Week 13	Distributors, Retail Outlets, Restaurants, & Bars Discussion BT – Pre-Trip Presentation
Week 14	Field Trip: Buffalo Trace bus trip –
Week 15	Prepare for Final Presentations
Week 16	Final Presentation/Discussion

Course Policies

Attendance Policy.

Timely appearances and class attendance is expected each day. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: serious illness; illness or death of family member; University-related trips; major religious holidays; other circumstances you find to be "reasonable cause for nonattendance". Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Excused Absences:

Students need to notify the professor of absences prior to class when possible. S.R. 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. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr.

Jake Karnes (859-257-2754).

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.

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.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) 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 the question of plagiarism involving their own 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 anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. 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 of information, the student must carefully acknowledge exactly what, where and how he/she 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 (Section 6.3.1).

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 (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Final Exam Information

More detailed information will be provided but the final exam will be given during the University assigned Final exam for this class period.

Mid-term Grade

Mid-term grades will be issued. The midterm grade will be posted by the deadline established in the academic calendar.

Courses **Request Tracking**

New Course 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 4754	HMT 420 syllabus-revised.docx

1

Select saved project to retrieve...

(*denotes required fields)

1. General Information

a. * Submitted by the College of: Submission Date:

b. * Department/Division:

c.

* Contact Person Name: Email: Phone:

* Responsible Faculty ID (if different from Contact): Email: Phone:

d. * Requested Effective Date: Semester following approval OR Specific Term/Year

e. Should this course be a UK Core Course? Yes No

If YES, check the areas that apply:

Inquiry - Arts & Creativity Composition & Communications - II

Inquiry - Humanities Quantitative Foundations

Inquiry - Nat/Math/Phys Sci Statistical Inferential Reasoning

Inquiry - Social Sciences U.S. Citizenship, Community, Diversity

Composition & Communications - I Global Dynamics

2. Designation and Description of Proposed Course.

a. * Will this course also be offered through Distance Learning? Yes No

b. * Prefix and Number:

c. * Full Title:

d. Transcript Title (if full title is more than 40 characters):

e. To be Cross-Listed ² with (Prefix and Number):

f. * Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.

<input checked="" type="checkbox"/> 3 Lecture	<input type="checkbox"/> Laboratory ¹	<input type="checkbox"/> Recitation	<input type="checkbox"/> Discussion
<input type="checkbox"/> Indep. Study	<input type="checkbox"/> Clinical	<input type="checkbox"/> Colloquium	<input type="checkbox"/> Practicum
<input type="checkbox"/> Research	<input type="checkbox"/> Residency	<input type="checkbox"/> Seminar	<input type="checkbox"/> Studio
<input type="checkbox"/> Other	If Other, Please explain:		

g. * Identify a grading system:

Letter (A, B, C, etc.)

Pass/Fail

Medicine Numeric Grade (Non-medical students will receive a letter grade)

Graduate School Grade Scale

h. * Number of credits:

i. * Is this course repeatable for additional credit? Yes No

If YES: Maximum number of credit hours:

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

j. * Course Description for Bulletin:

Bourbon is big business in the Bluegrass State and is a distinctive spirit product of the United States. This class will introduce students to the basic manufacturing process while promoting an understanding and awareness of the bourbon industry to focus on the history, culture, heritage and value of bourbon in the state of Kentucky. The course will include guest speakers, field trips and a class project with the Kentucky Bourbon Trail. Some class meeting times will need to be extended to accommodate field trips.

k. Prerequisites, if any:

21 years old and permission of the instructor

l. Supplementary teaching component, if any: Community-Based Experience Service Learning Both

3. * Will this course be taught off campus? Yes No

If YES, enter the off campus address:

4. Frequency of Course Offering.

a. * Course will be offered (check all that apply): Fall Spring Summer Winter

b. * Will the course be offered every year? Yes No

If No, explain:

5. * Are facilities and personnel necessary for the proposed new course available? Yes No

If No, explain:

6. * What enrollment (per section per semester) may reasonably be expected? 30-35

7. Anticipated Student Demand.

a. * Will this course serve students primarily within the degree program? Yes No

b. * Will it be of interest to a significant number of students outside the degree pgm? Yes No

If YES, explain:

It will be included as an option for the Undergraduate Certificate in Distillation, Wine and Brewing Studies.

8. * Check the category most applicable to this course:

- Traditional – Offered in Corresponding Departments at Universities Elsewhere
- Relatively New – Now Being Widely Established
- Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

a. * Is this course part of a proposed new program? Yes No

If YES, name the proposed new program:

b. * Will this course be a new requirement⁵ for ANY program? Yes No

If YES⁵, list affected programs:

10. Information to be Placed on Syllabus.

a. * Is the course 400G or 500? Yes No

If YES, the differentiation for undergraduate and graduate students must be included in the information required in 10.b. You must include: (i) ident additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR

b. * The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if appl 10.a above) are attached.

¹¹ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
¹² The chair of the cross-listing department must sign off on the Signature Routing Log.

- In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, is two hours per week for a semester for one credit hour. (from SR 5.2.1)
- You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.
- In order to change a program, a program change form must also be submitted.

Rev 8/09

Submit as New Proposal Save Current Changes