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OFFICE OF THE
SENATE COUNCIL**Course Information**

Date Submitted: 4/23/2014

Current Prefix and Number: HMT - Hospitality Management , HMT 460 ADV SEM IN LODGING AND TOURISM

Other Course:

Proposed Prefix and Number: HMT 560

What type of change is being proposed?

Major Change

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: Dietetics and Human Nutrition

c. Is there a change in 'ownership' of the course? Yes

If YES, what college/department will offer the course instead: Retailing & Tourism Management

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: N/A

b. Full Title: ADVANCED SEMINAR IN LODGING AND TOURISM

Proposed Title: ADVANCED SEMINAR IN LODGING AND TOURISM

c. Current Transcript Title: ADV SEM IN LODGING AND TOURISM

Proposed Transcript Title: ADV SEM IN LODGING AND TOURISM

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

SEMINAR: 3

Proposed Meeting Patterns

SEMINAR: 3

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: *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? 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:** This course is a review and application of the principles of hospitality (specifically lodging) and tourism learned in pre-requisite courses. Theory and principles will be applied to decision-making in the hospitality and tourism industry while emphasizing features and characteristics of the industry. Current issues of relevance pertaining to the industry will be discussed to highlight their importance to the industry.

Proposed Course Description for Bulletin: This course is a review and application of the principles of hospitality (specifically lodging) and tourism learned in pre-requisite courses. Theory and principles will be applied to decision-making in the hospitality and tourism industry while emphasizing features and characteristics of the industry. Current issues of relevance pertaining to the industry will be discussed to highlight their importance to the industry.

2j. **Current Prerequisites, if any:** Prereq: HMT 120, HMT 210, HMT 270, MKT 300, MGT 301. For Hospitality Management and Tourism majors only.

Proposed Prerequisites, if any: Prereq: HMT 120, HMT 210, HMT 270, MKT 300, MGT 301. Restricted to upper-division HMT undergraduates and RTM graduate students

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: 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|SBASTIN|Sandra S Bastin|HMT 460 CHANGE Dept Review|20140124

SIGNATURE|LGRABAU|Larry J Grabau|HMT 460 CHANGE College Review|20140302

SIGNATURE|JMETT2|Joanie Ett-Mims|HMT 460 CHANGE Undergrad Council Review|20140410

SIGNATURE|ZNNIKO0|Roshan N Nikou|HMT 460 CHANGE Graduate Council Review|20140425

Courses | **Request Tracking**

Course Change Form

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

Open in full window to print or save

Generate R

Attachments:

Browse...

Upload File

	ID	Attachment
Delete	2912	SYLLABUS FOR HMT 460- FALL 2013.docx
Delete	3407	PROPOSED SYLLABUS FOR HMT 560.docx

First 1 Last

Select saved project to retrieve...

Get New

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

Current Prefix and Number:	HMT - Hospitality Management HMT 460 ADV SEM IN LODGING AND TOURISM	Proposed Prefix & Number: (example: PHY 401G)	HMT 560
* What type of change is being proposed?		<input checked="" type="checkbox"/> Major Change <input type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, except 799 is the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does not change in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in course content or emphasis, or which is made necessary by the edit or significant 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:		Dietetics and Human Nutrition	
c.* Is there a change in "ownership" of the course?			
<input checked="" type="radio"/> Yes <input type="radio"/> No If YES, what college/department will offer the course instead? Retailing & Tourism Management			
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 <input type="checkbox"/> Specific Term: 2	
2. Designation and Description of Proposed Course.			
a. Current Distance Learning(DL) Status:		<input checked="" type="radio"/> N/A <input type="radio"/> Already approved for DL* <input 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 the proposed change affect DL delivery.			
b. Full Title:		ADVANCED SEMINAR IN LODGING AND TOURISM Proposed Title: * ADVANCED SEMINAR IN LODGING AND TOURISM	

c.	Current Transcript Title (if full title is more than 40 characters):	ADV SEM IN LODGING AND TOURISM			
c.	Proposed Transcript Title (if full title is more than 40 characters):	ADV SEM IN LODGING AND TOURISM			
d.	Current Cross-listing:	[?] N/A	OR	Currently ³ Cross-listed with (Prefix & Number):	none
Proposed – ADD ³ Cross-listing (Prefix & Number):					
Proposed – REMOVE ³ Cross-listing (Prefix & Number):					
e.	Courses must be described by <u>at least one</u> of the meeting patterns below. Include number of actual contact hours ⁴ for each meeting pattern				
Current:	Lecture	Laboratory ²	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar 3	Studio	Other: Please explain:		
Proposed: *	Lecture	Laboratory ²	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar 3	Studio	Other: Please explain:		
f.	Current Grading System:	ABC Letter Grade Scale			
	Proposed Grading System:*	<input 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 checked="" 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:				
	This course is a review and application of the principles of hospitality (specifically lodging) and tourism learned in pre-requisite courses. Theory and principles will be applied to decision-making in the hospitality and tourism industry while emphasizing features and characteristics of the industry. Current issues of relevance pertaining to the industry will be discussed to highlight their importance to the industry.				
*	Proposed Course Description for Bulletin:				
	This course is a review and application of the principles of hospitality (specifically lodging) and tourism learned in pre-requisite courses. Theory and principles will be applied to decision-making in the hospitality and tourism industry while emphasizing features and characteristics of the industry. Current issues of relevance pertaining to the industry will be discussed to highlight their importance to the industry.				
j.	Current Prerequisites, if any:				
	Prereq: HMT 120, HMT 210, HMT 270, MKT 300, MGT 301. For Hospitality Management and Tourism majors only.				
*	Proposed Prerequisites, if any:				
*					

	Prereq: HMT 120, HMT 210, HMT 270, MKT 300, MGT 301. Restricted to upper-division HMT undergraduates and RTH graduate students	
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 type="radio"/> No
*	Proposed to be taught off campus?	<input type="radio"/> Yes <input 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 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 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 type="radio"/> No
	If YES ² , list the program(s) here:	
6.	Information to be Placed on Syllabus.	
a.	<input checked="" 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 differentiation between under and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grad criteria in the course for graduate students. (See SR 3.1.4.)

¹See 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 "not minor," the form will be appropriate academic Council for normal processing and contact person is informed.*

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

³Signature of the chair of the cross-listing department is required on the Signature Routing Log.

⁴Removing a cross-listing does not drop the other course – if merely unlinks the two courses.

⁵Generally, 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. Lab meeting gene least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

⁶You must also submit the Distance Learning Form in order for the course to be considered for DL delivery.

⁷In order to change a program, a program change form must also be submitted.

Submit as New Proposal Save Current Changes

SYLLABUS FOR HMT 460 ADVANCED SEMINAR TOPICS IN THE HOSPITALITY INDUSTRY (FALL, 2013)

NOTE: This syllabus is subject to change at the discretion of the instructor.

Professor:

Dr. Desmond O. Brown, Ph.D.
Office: 210A Erikson Hall
Phone: (859) 257-3829
Email: omotayo@uky.edu
Office hours: By Appointment

Teaching Assistant

Wade Chen
Email: wade.chen@uky.edu
Office: 303 Erikson Hall

Course Description

Textbook: None. Readings and Cases to be provided by instructor.

I. Rationale:

This is a **seminar* class** that is intended to help you review and apply the principles of hospitality (specifically lodging) and tourism learned in pre-requisite courses from a “big picture” perspective. Theory and principles will be applied to decision-making in the hospitality and tourism industry while emphasizing features and characteristics of the industry. Current issues of relevance pertaining to the industry will be discussed to highlight their importance to the industry. Prerequisites: HMT 120, HMT 210, HMT 270, MKT 300, MGT 301. For Hospitality Management and Tourism majors only.

***Definition of seminar:** a small group of students, as in a university, engaged in advanced study and original research under a member of the faculty and meeting regularly to exchange information and hold discussions (Dictionary.com)

II. Learning Objectives:

Theory and Concepts

Upon completion of the course, I hope you will be able to:

- Develop a deeper understanding of some current issues in hospitality and tourism management.
- Improve your critical thinking and analysis capability.
- Enhance your presentation/public speaking skills by being as a class leaders of your assigned topic.

Selected Content Coverage

- **Lodging Industry**
 - Evolution of the Industry in the U.S
 - Human Resources
 - Social media and Technology Issues
 - Management Contracts

Brand Strategy
Guest Preferences
Search Engine Marketing
Marketing through Third Party Websites
Internet Reservations
Competitive Sets

- Restaurant Industry
 - Revenue Management
 - Tipping
 - Online Customer Comments
 - Internationalization of Starbucks

- Airline Industry
 - Loyalty programs

- The Spa Industry
 - Current Research and Events

III. Format for the Course:

Your learning experiences for this course will be accomplished through 4 main ways: 1. Class Participation; 2. Group Article Analysis, 3. Midterm exam and 4. A semester project.

a. Participation (20%):

Participation is based on attendance and your answers to article discussion questions.

b. Group Article Analysis (30%):

Please form a group of 4 individuals. For each article, one member of your team will serve in the role of group leader, which involves assuring preparation of the written slides for the two articles and leading the discussion of the group. Please indicate on the article write-up which group member(s) are the leaders for the presentation.

The leader(s) will meet /communicate with me at least one week in advance of their first presentation with a list of proposed discussion questions which will form the basis for class discussion. These questions will then be distributed to the rest of the class in advance. Class members **must** prepare answers to the discussion questions (generally at least a page in length), and these answers will form the basis for our class discussion. All answers **MUST** be professionally typed and turned in after each class for grading. **NO LATE TURN-INS WILL BE GRADED.**

Your group will prepare a maximum OF 10 PowerPoint SLIDES addressing the following issues pertaining to the topics:

1. Summarize the main points of the article – 1 paragraph
2. What problem is the author(s) trying to address – the purpose of study
3. Why is it a problem? –give a background to the issue
4. Cite and summarize at least **3 additional research (not on-line opinions)** articles relating to this issue that was **not** cited in the current article. State who, what and what they found out (results).

5. The implications/benefits for the industry – so what?

6. What have you learned from this article? i.e., elaborate on the value of the information presented and give 5 reasons how this information can help someone/organization in the industry to become better in the business.

c. Midterm Exam: (30%):

d. Semester project (20%): Forthcoming

SOME USEFULL LINKS

American Hotel & Lodging Association <http://www.ahla.com>

American School Food Service Association <http://www.asfsa.org>

National Restaurant Association <http://www.restaurant.org>

Hoovers http://www.hoovers.com/free/?cm_ven=PAID&cm_cat=GGL&cm_pla=HOL&cm_ite=hoovers

SOME USEFULL TRADE MAGAZINES Lodging Hospitality Hotel and Motel Management Restaurant News SOME USEFULL ACADEMIC JOURNALS

1. Cornell Hotel restaurant Quarterly
2. Journal of Travel Research
3. Journal of Hospitality & Tourism Research
4. Journal of Vacation Marketing
5. Annals of Tourism Research

EVALUATION: The Evaluation for this course will consist of:

1. Class Participation Scores

Class participation will be evaluated based on attendance and participation in class discussions. Unexcused absences will result in a loss of participation grade. Students who are not presenting on a particular date are expected to come to class prepared and will be evaluated on contributions made to class discussions. Specifically, each presentation student will be evaluated on:

- Appearance
- Audibility
- Quality of Presentation- demonstration of thorough understanding of the content being presented, quality & quantity of work, Attitude, Initiative & Organization

Discussion Participation	200 points	20%
Group Article Analysis	300 points	30%
Midterm Exam	300 points	30%
Semester Project	200 points	20%
Total	1000 points	100%

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

Bonus Points: The instructor reserves the right to award up to 30 bonus points to students that make significant contributions to the success of this class. These points will be awarded to persons who frequently participate in class discussions, introduce interesting materials or other course related information in class. These points will be awarded at the end of the semester at the discretion of the instructor

Class Technology Policy

Use of computers (including laptops), cell phones or text messaging when the class is in session is prohibited. Failure to comply will result in written warnings and reductions in grade. Continued abuse will result in student failing the course.

Statement on Academic Dishonesty:

The University of Kentucky does not tolerate dishonesty in any form. Academic dishonesty is an intentional misrepresentation to gain undeserved advantage by cheating, plagiarism or unauthorized possession of exams. Please read, understand and adhere to the Student Rights and Responsibilities document located on the University of Kentucky website: www.uky.edu/StudentAffairs/Code/.

As senior level students you are expected to abide by the University's Code of Academic Integrity. Any individual work submitted by a student in this course for academic credit will be the student's own work. If you use material from another source you must provide a citation or you have committed plagiarism. If the material is a direct quotation, you must also put it in quotations.

Blackboard Access Required:

a. All learning notes, announcements, assignments, etc. will be posted on Blackboard. Be sure to check Blackboard daily and if you do not, you may not receive important information that can affect your grade.

Tentative Course Schedule: Dates, Topics, and Assignments

Date	Topic(s)	Assignment
9/3	Introductions, Group formation and class organization	Selection of Article Topics
9/10		Group 1. 1. The Continuing Evolution of the U.S. Lodging Industry; 2. Designing a Hotel Facility with Consumer-Based Marketing.
9/17		Group 2. 1. Human Resource Management: A troubling Issue for the Global Hotel Industry 2. Hotel Management Contracts- Past & Present
9/24		Group 3. 1. Customer Preferences for Online, Social Media and Mobile Innovations in the Hospitality Industry; 2. Hotel Brand Strategy
10/1		Group 4. 1. Hotel Guests' Preference for Green Guest Room Attributes 2. Search Engine Marketing: Transforming Search Engines into Hotel Distribution Channels
10/8		Group 5. 1. Internet Hotel Reservations: Recent Changes & trends in the Enforcement of Click Wrap and Browse Wrap "Terms & Conditions/Terms of Use" 2. Competitive Sets for Lodging Properties
10/15		Exam Review
10/22		Midterm Exam (Short answers/Essays)
10/29		Group 1. 1. Race Differences in Tipping: Testing the Role of Norm Familiarity 2. Racially Discriminatory Service in Full-Service Restaurants: The

		Problem, Cause, and Potential Solutions
11/5		Group 2. 1. Electronic Meal Experience: A Content Analysis of Online Restaurant Comments 2. Loyalty Programs: Airlines Outdo Hotels 3. Current Research and Events in the Spa Industry
11/12		Group 3 1. Online Customer Reviews of Hotels: As Participation Increases, Better Evaluation Is Obtained 2. An Examination of the Relationship between Online Travel Agents and Hotels: A Case Study of Choice Hotels International and Expedia.com
11/19		Group 4 1. Spreading Social Media Messages on Facebook: An Analysis of Restaurant Business-to-Consumer 2. The Role of Technology in Restaurant Revenue Management
11/26		No Class – Thanksgiving Week
12/3		Group 5 1. Rethinking a Glass Ceiling in the Hospitality Industry 2. Responding to Online Reviews: Problem Solving and Engagement in Hotels
12/10		Exam Review
12/19		FINAL EXAM @3:30

PROPOSED SYLLABUS
HMT 560 - ADVANCED SEMINAR IN LODGING AND TOURISM

PROFESSOR

Dr. Desmond O. Brown,
Ph.D. Office: 210A Erikson
Hall Phone: (859) 2573829
Email: omotayo@uky.edu
Office hours: By Appointment

TEACHING ASSISTANT

Name:
Email:
Office Address

COURSE DESCRIPTION

This course is a review and application of the principles of hospitality (specifically lodging) and tourism learned in pre-requisite courses. Theory and principles will be applied to decision-making in the hospitality and tourism industry while emphasizing features and characteristics of the industry. Current issues of relevance pertaining to the industry will be discussed to highlight their importance to the industry.

Textbook: None. Readings and Cases to be provided by instructor.

Prerequisite: HMT 120, HMT 210, HMT 270, MKT 300, MGT 301. Restricted to upper-division HMT undergraduates and RTM graduate students

STUDENT LEARNING OUTCOMES

Upon completion of the course, students should be able to:

1. Develop a deeper understanding of some current issues in hospitality and tourism management.
2. Improve your critical thinking and analysis capability.
3. Enhance your presentation/public speaking skills by being as a class leaders of your assigned topic.

Selected Content Coverage

Lodging Industry
Evolution of the Industry in the U.S Human
Resources
Social media and Technology Issues
Management Contracts
Brand Strategy
Guest Preferences
Search Engine Marketing
Marketing through Third Party Websites
Internet Reservations
Competitive Sets

Restaurant Industry

Revenue Management

Tipping

Online Customer Comments

Internationalization of Starbucks

Airline Industry

Loyalty programs

The Spa Industry

Current Research and Events

CLASS POLICIES

Attendance

You are expected to attend class. Students need to notify me 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 me in writing of anticipated absences due to 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).

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. Students must notify me of their absence prior to the absence or within one week after the absence. Students must submit any written documentation supporting their excused absence within one week after the absence.

You will not be given the chance to make up missed points unless you are absent for a reason listed at <http://www.uky.edu/StudentAffairs/Code/Section%20V.pdf>. Assignments will be due most class days. Therefore, missing class will negatively affect your grade. 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. That number for this course is six classes.

Make-up Work and Late Assignments

In the event of an excused absence, I will give assistance to any student wishing to make up work from that day. However, initiative to get notes, handouts, and assignments is your responsibility. No make-up exams will be given for unexcused absences. You need to make up any missed work within one week of your excused absence.

Assignments are due at the beginning of class, or as indicated on individual coursework.

Assignments turned in after the specified due date and time will receive an automatic deduction of 15 percent. If not turned in within three calendar days of the due date, no credit will be given for the assignment. If you have an excused absence on a day when an assignment is due, you must make arrangements with me before the assigned due date regarding when you may turn in your assignment.

When in doubt, communicate.

Technology

Laptops, tablets, and other large computer devices are not allowed to be used during class. Lecture₂

notes should be taken on paper. PowerPoint presentations will be available on Blackboard before class, in most cases.

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 that any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Academic Accommodations

If you have a documented disability that requires academic accommodations, please see me as soon as possible. In order to receive accommodations in this course, you must provide a Letter of Accommodation from the Disability Resource Center.

FORMAT FOR THE COURSE:

Your learning experiences for this course will be accomplished through 4 main ways: 1) Class Participation; 2) Group Article Analysis; 3) Midterm exam and 4) A semester project.

A. Participation:

Participation is based on attendance and your answers to article discussion questions.

B. Group Article Analysis:

Please form a group of 4 individuals. For each article, one member of your team will serve in the role of group leader, which involves assuring preparation of the written slides for the two articles and leading the discussion of the group. Please indicate on the article write-up which group member(s) are the leaders for the presentation. The leader(s) will meet /communicate with me at least one week in advance of their first presentation with a list of proposed discussion questions which will form the basis for class discussion. These questions will then be distributed to the rest of the class in advance. Class members **must** prepare answers to the discussion questions (generally at least a page in length), and these answers will form the basis for our class discussion. All answers **MUST** be professionally typed and turned in after each class for grading. **NO LATE TURN-INS WILL BE GRADED.**

Your group will prepare a maximum OF 10 PowerPoint SLIDES addressing the following issues pertaining to the topics:

1. Summarize the main points of the article – 1 paragraph
2. What problem is the author(s) trying to address – the purpose of study
3. Why is it a problem? –give a background to the issue
4. Cite and summarize at least **3 additional research (not on-line opinions)** articles relating to this issue that was **not** cited in the current article. State who, what and what they found out (Results).
5. The implications/benefits for the industry – so what?
6. What have you learned from this article? i.e., elaborate on the value of the information presented and give 5 reasons how this information can help someone/organization in the industry to become better in the business.

C. Midterm Exam

D. Semester project

SOME USEFULL LINKS

American Hotel & Lodging Association

<http://www.ahla.com> American School Food Service

Association <http://www.asfsa.org> National Restaurant

Association <http://www.restaurant.org>

Hoovers

http://www.hoovers.com/free/?cm_ven=PAID&cm_cat=GGL&cm_pla=HOL&cm_ite=hoovers

SOME USEFULL TRADE MAGAZINES

Lodging Hospitality

Hotel and Motel Management

Restaurant News

SOME USEFUL ACADEMIC JOURNALS

1. Cornell Hotel restaurant Quarterly

2. Journal of Travel Research

3. Journal of Hospitality & Tourism Research

4. Journal of Vacation Marketing
5. Annals of Tourism Research

EVALUATION: The Evaluation for this course will consist of:

Class Participation Scores

The following grading scale will be used to determine final grades for undergraduate Students: Class participation will be evaluated based on attendance and participation in class discussions.

Unexcused absences will result in a loss of participation grade. Students who are not presenting on a particular date are expected to come to class prepared and will be evaluated on contributions made to class discussions.

UNDERGRADUATE REQUIREMENTS

Discussion Participation	100 points
Group Article Analysis	200 points
Midterm Exam	300 points
Semester Project	200 points
Total Undergraduate	800 points

GRADUATE ADDITIONAL REQUIREMENTS

Discussion Participation	100 points
Article Analysis	200 points
Midterm Exam	300 points
Semester Project	200 points
Additional Research Paper	650 points
Total for Graduate Students	1,450 points

Additional Graduate Assignment

Graduate students will be given an additional research paper assignment for this class. It will consist of the completion of a 15-20 page research paper and oral presentation to the class. Specific instructions will be handed out at the 2nd class meeting.

Bonus Points: The instructor reserves the right to award up to 30 bonus points to students that make significant contributions to the success of this class. These points will be awarded to persons who frequently participate in class discussions, introduce interesting materials or other course related information in class. These points will be awarded at the end of the semester at the discretion of the instructor.

Undergraduate Student Grading scale*

- A = 720- 800 points
- B = 640- 719 points
- C = 560-639 points
- D = 480-559 points
- E = < 479 points

* All undergraduate students will receive a midterm grade by the University deadline.

Graduate Student Grading scale

A = 1,305 – 1,450 points

B = 1,160 – 1,304 points

C = 1,015 – 1,159 points

E = 0 – 1,014 points

Tentative Course Schedule: Dates, Proposed Topics, and Assignments

Date	Topic(s)	Assignment
Week 1	Introductions, Group formation and class organization	Selection of Article Topics Research paper instructions
Week 2		Group 1. 1. The Continuing Evolution of the U.S. Lodging Industry; 2. Designing a Hotel Facility
Week 3		Group 2. 1. Human Resource Management: A troubling Issue for the Global Hotel Industry 2. Hotel Management
Week 4		Group 3. 1. Customer Preferences for Online, Social Media and Mobile Innovations in the Hospitality Industry; 2. Hotel Brand Strategy
Week 5		Group 4. 1. Hotel Guests' Preference for Green Guest Room Attributes 2. Search Engine Marketing: Transforming Search Engines into Hotel Distribution
Week 6		Group 5. 1. Internet Hotel Reservations: Recent Changes & trends in the Enforcement of Click Wrap and Browse Wrap "Terms & Conditions/Terms of Use" 2. Competitive Sets for Lodging
Week 7		Exam Review
Week 8		Midterm Exam (Short answers/Essays)

Week 9		Group 1. 1. Race Differences in Tipping: Testing the Role of Norm Familiarity 2. Racially Discriminatory Service
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		Problem, Cause, and Potential Solutions
Week 10		Group 2. 1. Electronic Meal Experience: A Content Analysis of Online Restaurant Comments 2. Loyalty Programs: Airlines Outdo Hotels 3. Current Research and Events
Week 11		Group 3 1. Online Customer Reviews of Hotels: As Participation Increases, Better Evaluation Is Obtained 2. An Examination of the Relationship between Online Travel Agents and Hotels: A Case Study of Choice Hotels International and Expedia.com
Week 12		Group 4 1. Spreading Social Media Messages on Facebook: An Analysis of Restaurant Business- to-Consumer 2. The Role of Technology in Restaurant Revenue Management
Week 13		No Class – Thanksgiving
Week 14		Group 5 1. Rethinking a Glass Ceiling in the Hospitality Industry 2. Responding to Online Reviews: Problem Solving and
Week 15		Exam Review & Group Presentations