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OFFICE OF THE  
SENATE COUNCIL**Course Information**

Date Submitted: 3/8/2013

Current Prefix and Number: HMT - Hospitality Management , HMT 480 TRENDS ANALYSIS THE HOSPITALITY INDUSTRY

Other Course:

Proposed Prefix and Number: HMT 580

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: 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 &amp; Tourism Management

e. Contact Person

Name: Dr. Tricia Day

Email: tricia.day@uky.edu

Phone: 7-6025

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: TRENDS ANALYSIS FOR THE HOSPITALITY INDUSTRY

Proposed Title: No Change

c. Current Transcript Title: TRENDS ANALYSIS THE HOSPITALITY INDUSTRY

Proposed Transcript Title: No Change

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: HMT 120, 308, 210, and 270. For Hospitality Management and Tourism majors only.

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? Yes

If YES, explain and offer brief rationale: Currently, there are two versions of this course, one at the graduate level as DHN 781 and this course at the undergraduate level as HMT 480. Following the disassociation of HMT with the DHN program, the graduate course needs to be moved under the HMT prefix. Rather than having two separate courses, we are proposing to redesign a single course that would be taken by both graduates and undergraduates as a more efficient way to distribute faculty effort given the relatively small number of graduate students currently in the HMT program. On the course pre-requisites, HMT 208 was changed some time ago to HMT 308. Inadvertently, the description of this course pre-requisite was not updated to reflect that change. Additionally, "or graduate student status" should be added to the pre-requisites in order to make this course available to graduate students.

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|LGRABAU|Larry J Grabau|College approval for ZCOURSE\_CHANGE HMT 480|20130413

SIGNATURE|LGRABAU|Larry J Grabau|HMT 480 CHANGE College Review|20130406

SIGNATURE|JMETT2|Joanie Ett-Mims|HMT 480 CHANGE Undergrad Council Review|20140310

SIGNATURE|ZNNIKOO|Roshan N Nikou|HMT 480 CHANGE Graduate Council Review|20140410

Courses	Request Tracking
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### 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

Browse...

ID	Attachment
Delete 3201	HMT 580 syllabus revised.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 480 TRENDS ANALYSIS THE HOSPITALITY INDUSTRY	Proposed Prefix & Number. (example: PHY 401G)	HMT 580
* 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 elimination 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				
<b>1. General Information</b>				
a.	Submitted by the College of:		College of Agriculture, Food and Environment	Submission Date: 3/8/2013
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:		Dr. Tricia Day	Email: tricia.day@uky.edu Phone: 7-6025
	* 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: <sup>2</sup>
<b>2. Designation and Description of Proposed Course.</b>				
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:		TRENDS ANALYSIS FOR THE HOSPITALITY INDUSTRY	Proposed Title: * No Change
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):		No Change			
d. Current Cross-listing:	<input checked="" type="checkbox"/> N/A	OR	Currently <sup>3</sup> Cross-listed with (Prefix & Number):	none	
Proposed – ADD <sup>3</sup> Cross-listing (Prefix & Number):					
Proposed – REMOVE <sup>3,4</sup> Cross-listing (Prefix & Number):					
<b>e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours<sup>5</sup> for each meeting pattern</b>					
Current:	Lecture 3	Laboratory <sup>2</sup>	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other Please explain:		
Proposed: *	Lecture 3	Laboratory <sup>2</sup>	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: HMT 120, 308, 210, and 270. For Hospitality Management and Tourism majors only.				
* 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:	
	<p>Currently, there are two versions of this course, one at the graduate level as DHN 781 and this course at the undergraduate level as HMT 480. Following the disassociation of HMT with the DHN program, the graduate course needs to be moved under the HMT prefix. Rather than having two separate courses, we are proposing to redesign a single course that would be taken by both graduates and undergraduates as a more efficient way to distribute faculty effort given the relatively small number of graduate students currently in the HMT program.</p> <p>On the course pre-requisites, HMT 208 was changed some time ago to HMT 308. Inadvertently, the description of this course pre-requisite was not updated to reflect that change. Additionally, "or graduate student status" should be added to the pre-requisites in order to make this course available to graduate students.</p>	
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 <sup>2</sup> for ANY program?	<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES <sup>2</sup> , 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.)

<sup>1</sup>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 "not minor," the form will I appropriate academic Council for normal processing and contact person is informed.*

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

<sup>3</sup>Signature of the chair of the cross-listing department is required on the Signature Routing Log.

<sup>4</sup>Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

<sup>5</sup>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. Lab meeting gene least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

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

<sup>7</sup>In order to change a program, a program change form must also be submitted.

Submit as New Proposal    Save Current Changes

## HMT 580 (Proposed) – Trends Analysis for the Hospitality Industry

### Instructor

Dr. Jason R. Swanson  
120 Erikson Hall  
Phone: (859) 257-4965  
jasonrswanson@uky.edu (preferred method)

### Course Description

This 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 the impact they will have on the organization. Prereq: graduate student status or HMT 120, HMT 210, HMT 270 and HMT 308.

### Student Learning Outcomes

After completing this course, the student will be able to:

1. Develop a deeper understanding of the history and present situation of a tourism industry sector that is of particular interest to you.
2. 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.
3. Understand how individual sectors of tourism fit into the larger tourism system.
4. Build a network of professionals in your field of interest.
5. Present your research findings to members of the academic and professional communities.
6. Work with multiple qualitative and quantitative analytical tools.
7. Exhibit research findings through various formats.

### Class Policies

#### Attendance

Please understand assignments may be given in class on a regular basis and may not be made up unless arrangements are made within one week following an excused absence.

*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). 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.

*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.

#### 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.

Assignments turned in after the 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 within one week following the assigned due date regarding when you may turn in your assignment. **When in doubt, communicate.**

#### Technology

Laptops and other computer devices are not allowed to be used in the classroom, unless otherwise notified. Lecture notes should be taken on paper. My PowerPoint presentations will be available on Blackboard before class, in most cases. Not every class session will have an associated PowerPoint presentation.

#### Academic Integrity

The University of Kentucky does not tolerate dishonesty in any form. Please read, understand and adhere to the Student Rights and Responsibilities document located on the University of Kentucky website at <http://www.uky.edu/Ombud/Plagiarism.pdf>. 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.

Please note: 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 me with a Letter of Accommodation from the Disability Resource Center.

## **Course Requirements**

### Weekly Submissions

Most weeks, you will submit a short assignment. There will be a total of 10 Weekly Submissions, each worth 15 points. You will submit your work through Blackboard. All Weekly Submissions will be due by 11:59pm on the Monday before each class. The assignments are:

- Weekly 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.
- Weekly Submission #2
  - Research facts about the size and scope of your assigned industry sector
- Weekly Submission #3
  - Analyze how your industry sector has changed over time
- Weekly Submission #4
  - Summarize two scholarly articles about your industry sector
- Weekly Submissions #5-10
  - Summaries of weekly newsfeeds from Google Alerts about your assigned industry sector
    - You will scan through the news articles and write four or five bullet points summarizing the news from the week
    - You will answer the question: “How does what I’m reading affect my industry sector?”

### 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 Blackboard. 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 Research 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. This assignment will be a combination of homework and in-class work. Since some work on this assignment will happen in class, you will miss points on this assignment if you are not in class.

#### 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. This assignment will be a combination of homework and in-class work. Since some work on this assignment will happen in class, you will miss points on this assignment if you are not in class.

#### 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.

This assignment will be a combination of homework and in-class work. Since some work on this assignment will happen in class, you will miss points on this assignment if you are not in class.

#### Trade Press Article

Your paper will include: (a) information about the size and scope of your industry sector from information you provide in Weekly Submission #2, (b) brief details of how your industry sector has evolved over time from what you learn in

Weekly Submission #3, (c) the elements of the current environment faced by businesses in the industry sector, which you will learn in Weekly Submissions #4-10 as well as in-class 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 Weekly Submissions #5-10. You will develop your trade press article in stages that will include a detailed outline, a first draft, a revised 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 published in the *Cayuga Hospitality Review*, the electronic newsletter distributed to several thousand industry professionals by Cayuga Hospitality Advisors ([www.cayugahospitality.com](http://www.cayugahospitality.com)). Cayuga will solicit re-publication from HotelOnline.com and several other e-publications, as they do with all of their newsletters. Because of this, your final draft will not be accepted with any typographical or grammatical errors. This assignment will be a combination of homework and in-class work. Since some work on this assignment will happen in class, you will miss points on this assignment if you are not in class.

#### Conceptual Map Poster

Using the data you collect and analyze throughout the semester, you will work on a conceptual map poster collaboratively with other students who are focusing on the same industry sector. All work on this assignment will be done in class. If you miss class, you will not be able to make up points on this assignment. You will turn the conceptual map into a poster. Undergraduates will present the poster (one per industry sector) during the Undergraduate Showcase. For more information about the Undergraduate Showcase, go to [www.uky.edu/UGResearch/showcase.html](http://www.uky.edu/UGResearch/showcase.html).

#### ***Graduate Student Assignments***

In addition to the course requirements listed above, graduate students enrolled in HMT 580 will also be responsible for the following assignments.

#### Article Summaries

You will summarize scholarly articles about the topics listed below. Each assignment includes a summary of three articles.

1. An industry sector assigned to you
2. Trend analysis

You will be responsible for leading a brief discussion about the articles in class. Your summary and discussion should follow these guidelines:

- Article citation (APA format)
- Research Question(s)
- Theoretical Framework
- Sample
- Research Methodology
- Findings
- Relevance to the study of trends

You will also submit a brief summary of your article that addresses the above list.

Macro-Environmental Factor Analysis

You will develop and deliver a PowerPoint presentation about changes in at least one macro-environmental factor and how those changes are affecting hospitality and tourism. You will present your presentation as a lecture to students in HMT 580.

Societal Impact Analysis

You will develop and deliver a PowerPoint presentation about how societal factors such as literature, culture, religion, and politics influence individual behavior and how those influences are affecting hospitality and tourism. You will present your presentation as a lecture to students in HMT 580.

**Grading Schematic**

The weight of each Course Requirement for Undergraduates will be as follows:

Weekly Submissions		150 points (18.75%)
Delphi Research Project		250 points (31.25%)
Expert Sample	80 points (10.00%)	
Round 1 Analysis	70 points ( 8.75%)	
Round 2 Analysis	60 points ( 7.50%)	
Round 3 Analysis	40 points ( 5.00%)	
Trade Press Article		300 points (37.50%)
Detailed Outline	75 points ( 9.37%)	
First Draft	100 points (12.50%)	
Revised Draft	75 points ( 9.37%)	
Final Article	50 points ( 6.25%)	
Conceptual Map Poster		100 points (12.50%)
<b>Total (Undergraduate)</b>		<b>800 points</b>
<i>Graduate Student Assignments</i>		
Article Summaries		100 points
Macro-Environmental Factor Analysis		50 points

**Total (Graduate)****1,000 points**

Points will be deducted from your total points if your in-class behavior distracts the instructor or your classmates. Distractions can come in the form of arriving late, leaving early, talking while someone else is talking, working on computers, and in other ways. You don't have to pay attention, but you cannot keep others from paying attention.

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

A	720 – 800 points
B	640 – 719 points
C	560 – 639 points
D	480 – 559 points
E	0 – 479 points

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

A	900 – 1,000 points
B	800 – 899 points
C	700 – 799 points
E	0 – 699 points

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

**Course Schedule – Topics, Readings and Assignments**

Week	Day	Date	Topics and Assignments
1			Topics: (1) Course Overview, (2) What is a trend?, (3) News
2			Due at 11:59pm Monday: Weekly Submission #1 Due: Article Summary #1 (Graduate) Topics: (1) Delphi, (2) Plunkett Research, (3) Trade Associations
3			Due at 11:59pm Monday: Weekly Submission #2 Topics: (1) Survey Instruments, (2) Experts
4			Due at 11:59pm Monday: Weekly Submission #3 Due at 11:59pm Monday: Delphi Expert Sample Due at 11:59pm Friday: Delphi Expert Sample Redo Topics: (1) Review Expert Sample, (2) Delphi Practice
5			Due at 11:59pm Monday: Weekly Submission #4 Due: Article Summary #2 (Graduate) Topics: (1) Google News Alerts, (2) Data Analysis
6			Due at 11:59pm Monday: Weekly Submission #5 Due: Macro-Environmental Factor Analysis Presentation

			(Graduate) Topic: (1) Macro-environmental and global trends
7			Due at 11:59pm Monday: Weekly Submission #6 Topic: (1) Content Analysis Due in Class: Delphi Round 1 Analysis – Part 1
8			Due at 11:59pm Monday: Weekly Submission #7 Topic: (1) Conceptual Mapping Due in Class: Delphi Round 1 Analysis – Part 2
9			Due at 11:59pm Monday: Weekly Submission #8 Due: Societal Impact Presentation (Graduate) Topic: (1) Societal Impact Analysis
10			Spring Break
11			Due at 11:59pm Monday: Weekly Submission #9 Topic: (1) Writing a trade press article Due in Class: Delphi Round 2 Analysis In-Class Project: Conceptual Map Poster Due in Class: Detailed Outline of Trade Press Article
12			Due at 11:59pm Monday: Weekly Submission #10 Topic: (1) Interpreting Trends In-Class Project: Conceptual Map Poster
13			Topic: (1) Trends from the last two years In-Class Project: Conceptual Map Poster Due in Class: Delphi Round 3 Analysis Due in Class: First Draft of Trade Press Article
14			Topic: (1) Tourism system components and associated trends Due in Class: Revised Draft of Trade Press Article Due in Class: Conceptual Map Poster
15			Topic: TBD Due at 11:59pm Wednesday: Final Trade Press Article
16			Conceptual Map Poster Presentation at Undergrad Showcase

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