

Introduction to Hospitality Spring 2010

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CRN #: 37628, Sec. 002, 3 Units
Grade: Letter
Schedule: Room 2, Statler Wing
Office Hours: Tu. + Th. 11-12 + by appt

Website for the class---- http://fog.ccsf.cc.ca.us/bhaires/CAHS100_000.htm

“Hospitality is a dialogue”-Danny Meyer, restaurateur

Course Description

A comprehensive examination of the hospitality industry, including hotels, restaurants, clubs, airlines, cruise ships and other sectors of the travel and tourism industry. Emphasis on organizational structures, departments, job classifications, and career paths within each sector. Lecture and discussions will be supplemented by assignments, readings and industry guest speakers.

Course Objectives

Upon completion of this class, students should be able to demonstrate basic knowledge and understanding of the following:

- History and evolution of the hospitality industry
- Hospitality industry terminology and basic concepts
- The major components of the foodservice industry + the major functional departments of hotels
- The scope and varied components of the industry and how they interact
- Identify practices and skills involved in customer service
- The kinds of career paths within the hospitality, tourism, and recreation industries
- Trends in hospitality

Upon completion of this class, students will have a foundation in the following “professional” basic skills:

- Critical thinking and problem solving
- Basic ability to assess and properly use information found on the internet
- Speaking in front of groups and making presentations using PowerPoint
- Professional conduct and interviewing protocol
- Working in teams with a diverse group of people

A person who asks a question is a fool for a minute...but a person who doesn't is a fool forever... –Unknown

Plan of Instruction

Class meetings consist of lectures, readings, class discussion, guest speakers, in-class assignments, individual and/or group assignments, presentations and quizzes. Attendance and participation in class are essential.

** Textbook:

Introduction to Hospitality, John R. Walker 5th Edition Prentice Hall, Publisher

There are 8 copies available in Library; you are not required to purchase but you are required to read assigned chapters.

Required materials:

- 3-ring binder with folder tabs

Recommended CCSF Resources:

<http://www.ccsf.edu/Resources/>

Alice Statler Library --<http://www.ccsf.edu/Library/alice/statler.html>

Recommended Websites:

San Francisco Convention & Visitor's Bureau: <http://www.onlyinsanfrancisco.com/>

Hotel F & B Magazine online: <http://www.hotelfandb.com/biol/index.asp>

General hotel information: <http://www.hotelnewsresource.com/>

Sustainability & Restaurants: <http://www.thimmakka.org/>

Restaurant resources: <http://www.foodservicerresource.com/UsefulLink/UsefulLinks.htm>

local restaurant e-column: <http://www.tablehopper.com/>

local restaurant news: <http://sf.eater.com/>

Your grade is determined by the following components:

Please keep in mind that grades are a tool for communicating your skill level.

THEY ARE USED TO GRADE YOUR WORK, NOT TO GRADE YOU.

Assignment	Value
Library Research Assignment	15 points
Industry Leader Paper	10 points
Completion of Library Skills Online Tutorials B & C	10 points
Industry Interviews & Presentation	45 points
Trip Project + In-Class assignment	30 points
In-Class Assignments (2)	20 points
Midterm	20 points
Quiz	20 points
Final	30 points
Extra Credit	* See Instructor

PLEASE NOTE: It is important to come to class!

Class Policies

- Please arrive at class on time. If you must leave early please clear it with the instructor. You lose all attendance points for that day if you leave before the end of class.
- If you need to miss a class, please notify me BEFORE the class by email or phone.
- Please turn off cell phones and do not "text" during class or service. If you have a reason why you must be on your phone, please inform me in advance. If you use a phone or other electronic device in class it will be taken from you and returned at the end of class.
- Cheating, plagiarism and/or academic dishonesty will not be tolerated. Wholesale copying from the internet without proper attribution and citation will be considered plagiarism and may result in a "0" grade on that assignment or a failing grade in the class.

My Classroom Philosophy

I strive to create a learning environment for each and every person in the class. In this class, we are all teachers and we are all learners. My role is to facilitate your learning. I am available to advise, coach, mentor and listen. I work from the assumption that each of you, as an adult, will join me by taking responsibility for your own learning. You will get out of this class what you put into it. Also, we all know that each of us learns differently. It is my goal to take this into account as I teach.

A few guidelines will help us all have a meaningful learning experience in this class. These include:

- Agreeing to all be active participants in, not passive consumers of education in our classroom.
- Becoming aware of and being respectful towards each individual, his/her culture, background and abilities.
- Creating and maintaining an environment where all students, at all levels, have an opportunity to succeed.
- Agreeing that we will act professionally and show respect for all classmates and teachers. Disruptive behavior is not tolerated.
- Understanding of the importance of basic job skills and etiquette- punctuality, hard work, effective communication and ability to follow directions.
- Being willing to confront cultural, language and gender barriers by working in cross-cultural, cross-gender and cross-language teams.

Assignments

All assignments are to be turned in by the due dates. Please remember to include your name! All assignments must be typed on 8.5 x 11 paper, double-spaced, with 12-point font. Assignments may be emailed to bhaimes@ccsf.edu (please check with me first). Please refer to “grade breakdown” for grading guidelines.

NOTE: Assignments turned in late lose 10% of the grade for each week late.

Assignment 1: Library Research

In this assignment, you will learn how to use the library for research. You will have a tour of the Alice Statler Library and an introduction to using the Internet for research. Afterwards you will be given a Library Skills worksheet to complete and turn in to the instructor.

Due February 2

****Completion of Online Tutorials B & C** by end of the semester**

Assignment 2:

Industry Leader Research

We will use the library skills you learned in the first assignment to research an historic or present day person who has had a profound impact on the culinary and/or hospitality industry.

Select a Leader from the list. Find a book and/or search the internet (NOT JUST WIKIPEDIA!) about your person. What events, family history or training shaped him/her? How did this person become a leader in his/her field? What makes this person a leader? Is it her/his actions, books, financial success, or something else? Finally, why did YOU select this person?

Please use the form on the class website to answer the questions about your person.

Also you are required to add a bibliography and cite all your sources.

Due Feb. 4

Assignment 3: Industry Interviews

This assignment has 2 objectives.

1- to familiarize you with the management of hospitality businesses, and

2- to help you network and prepare for employment in a practical way.

You will have the opportunity to meet with professionals to learn about their specific careers and businesses. This project should be done in groups of 3 students.

☛ *Note: Each student must be present at all interviews.*

Choose **3** different industry professionals to interview. You might select a travel professional, a special events planner, cruise ship professional, restaurant chef or manager or any other hospitality professional.

You must interview a manager or owner and you may not interview all 3 people in one place.

Each group is required to set up and conduct a 30-minute interview (they may spend up to an hour with you) with a professional from your chosen businesses. This requires advance planning; hospitality managers are very busy folks!

Prepare a list of specific questions about the individuals' careers before you meet with your interviewees.

Questions should cover all aspects of his/her job including, but not limited to:

Educational background

Work history

Organization of the business-draw a chart

Functions of each staff member

Daily/weekly/monthly/annual duties

Career ladder to get to his/her position

Where will s/he go next?

Describe the work environment

Turn in a written report-college level!

Each **group's** report must include:

1. A list of the questions you asked
2. A write up of each interview (each student should take responsibility for writing up 1 interview)
3. A business card from each of the people you interviewed
4. An organization chart of their business
5. Copies of the thank you letters you sent them following the interview

In addition each **person** in the group should add the following:

A paper summarizing what you learned from the 3 interviews. Also describe **your views** of the individual, their background, position, work history and their business. What struck you most about each person and the interview.

Each group will present their interviews in class. The presentation will be a brief summary of the most important facts about the people you interviewed.

Use PowerPoint for your class presentation, if possible. Power Point presentation adds 5 points to your grade.

☛ *Note: Please be sure to dress professionally for the interviews and to arrive on time.*

Due April 8

Assignment 4: The Trip of My Dreams

Your final assignment brings together the topics we have covered in the class—tourism, travel, hotels, restaurants, food, beverages and the cultural contexts of our industry.

You will imagine the trip YOU would take if money & time were not an issue.

You'll research the place you'd visit, and the variety of options available re: costs, places to stay, places to eat, local transport, customs, etc.

The also includes an in-class assignment.

► Please use the template on the class website to answer the questions about your trip.

Also you are required to add a bibliography and cite all sources you used

(<http://www.ccsf.edu/Library/alice/citationformats.html>).

Due May 4

A Great Opportunity... Service Learning Project:

Service Learning is an educational method by which participants learn and develop through active participation in service that is conducted in and meets the needs of a community.

English 96, M-W-F, 2:00-3:00 PM, taught by Mitra Ganley includes a Service Learning component that focuses on food, health and hunger. If you are taking 96, you may be eligible to receive credit in CAHS 100 for your Service Learning hours. Please see me if you're enrolled in 96; proof of enrollment and completion of the Service Learning Project is mandatory.

Some Writing Guidelines

Good writing communicates information or ideas clearly and as briefly as possible to the reader. Good writing also obeys certain rules of grammar, spelling, sentence structure and punctuation. Some tips for better writing include:

- Use specific language and the active voice.
- Use plain English and simple sentences.
- Avoid clichés and slang.
- Use correct spelling, grammar, syntax and punctuation. **Use Spell Check!**
- **Proofread your work** (or have someone review it for you).

Excellent written work: In addition to addressing all aspects of the assignment, excellent written work will demonstrate a high level of awareness of the writer-reader relationship. This can range from subtleties of word choice to bridging all logical gaps necessary to clarify your points. Such work will often be particularly persuasive and enjoyable to read. It will contain almost no problems in any of the areas listed above.

Good written work: addresses all points of the assignment. It may contain a few mechanical errors, but not enough to slow the reader. It will have no major organizational problems.

Satisfactory written work: addresses enough aspects of the assignment to show that the writer has mastered the key skills and concepts involved. It may contain errors, but an instructor would judge the writing competent in all areas the list above identifies. The writing does not obscure the writer's meaning.

Unsatisfactory written work: fails to address one or more aspects of the assignment, or it exhibits mechanical or organizational problems that makes the essay or paper difficult to follow. A paper is unsatisfactory if it fails to convince the reader that the writer has mastered the skills and concepts the assignment intended to test. A paper also is unsatisfactory if its lack of clarity forces the reader to re-read many passages to find the writer's meaning.

Plagiarism

The simplest definition of plagiarism is , “The act of taking the writings of another person and passing them off as one's own,”(<http://dictionary.reference.com/browse/plagiarism>) Any student who uses the words or ideas of another person, be it an author, critic or another student, without crediting those ideas by **citing** them will receive a 0 for the assignment and will not be allowed to re-do it.

MLA and APA format guidelines can be found via the Alice Statler Library webpage> Research Tools>Pathfinders & Bibliographies> Citing sources.

NOTES:

- See library website for more writing guidelines
- Assistance with writing skills is available in the Writing Lab (Learning Assistance) on the second floor of the Rosenberg Library. Please use their services!

If you:

- Need classroom or testing accommodations because of a disability,
 - Have emergency medical information to share with me,
 - Need special arrangements in case of building evacuation,
- please let me know. Make an appointment with me as soon as possible.

My office hours are Tuesday/Thursday 11-12 and by appointment.

Students seeking disability related accommodations are encouraged to also register with Disabled Students Programs and Services (**DSPS**)

Notes: