

Department of Recreation and Tourism Management
California State University Northridge

RTM 314: *Leisure and Hospitality*

Fall 2008
Redwood Hall 151
Meeting Time: Tuesdays, 4:00 – 6:45 PM

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Office Hours

Tuesdays 3:00 – 4:00pm

Course Description

Prerequisite: Lower Division writing requirement. This course is an introduction to the vast world of hospitality within the leisure field. The course examines the variety of delivery systems which make travel and hospitality possible and a dominant industry worldwide. We will examine the employee training research, leadership and each of the major components of the hospitality organizational system. The goals and objectives of the course will be achieved through case studies, in-class discussion, readings, trips to area businesses, lecture and various activities.

Required Text

Walker, John (2005). *Introduction to Hospitality*, 5th edition, Prentice Hall

Additional Reading – Optional

Morrison, Terry, Conaway; Wayne A. and Borden, George A. Ph.D., *Kiss, Bow or Shake Hands*, Adams Media Group.

Brooks, Roger A. and Forman, Maury. *The 25 Immutable Rules of Successful Tourism*, Kendall/Hunt Publishing Company.

Course Objectives

At the conclusion of this course, the student will:

- 1) Understand the consumer behavior research on the leisure experience and hospitality
- 2) Be able to explain the different delivery systems providing the hospitality and tourism experience
- 3) Comprehend the systems approach to managing the hospitality organization
- 4) Develop a hospitality training and development program through an understanding and synthesis of consumer and employee training research
- 5) Be able to professionally evaluate the major components of the hospitality organizational system (marketing, reservations, lodging, food service, guest services, etc.)

Course Policies And Requirements

Expectations: You are expected to study the reading materials and be prepared to participate on all levels during class. Meaningful participation is expected and essential to this course because of the varied experiences of students. Your valid participation in a mature and educational setting in class will be noticed and factored into your grade. I notice when effort is being made on your part.

Cause and Effect: Part of the process of development and successful careers is the ability to understand the law of cause and effect. Successful students understand this and act accordingly. Poor attendance in class, poor

preparation and lack of effort is, with rare exception, reflected in your grade. We all make choices, and these choices have implications, both positive and negative.

Attendance: It is highly recommended that you attend class every day because information covered in lecture is only available during class time and many times is not found in the readings. In addition, missed in-class assignments cannot be made up. If attendance is lacking and I find that the class is suffering, I reserve the right to institute an attendance policy.

I do not issue make-up notes for those who missed lecture. It's not fair to those who make the effort to come to class. If you miss lecture, you're responsible for getting the information from your classmates.

Respect and Disruptions: As college students I expect you to behave as adults. This means showing respect for both your fellow students and me. Do not come to class if you do not plan on paying attention and contributing. Reading the paper, sleeping, talking, playing with electronics etc... will not be tolerated. If you show up late to class, please come in quietly from the back of the classroom. Also, **turn off your cell phones*** when arriving to class. Ringing cell phones are not only disruptive, but extremely rude in a classroom. Nobody needs to get in touch with you during class. The only exception being if you are a In-Home Health Care Provider such as myself. You'll find I'm the nicest guy in the world when there is mutual respect between us.

*If your cell phone goes off during class, you will automatically lose 1% off your grade for the course.

Assignments: All assignments are due at the beginning of class (in class) on the date indicated on the attached schedule. Remember that you can turn in an assignment early! Absolutely NO credit will be given for late assignments. Don't complain and don't ask. If you are turning in a project or paper and I'm not in my office, leave it with a secretary in room 250 and to have him or her date it.

All papers/assignments must be typed and formatted in current APA style. Also, please adhere to the following. Failure to do so will result in reduced points for the assignment:

- Staple the pages together with your name on the first page
- Double spaced
- Number all pages as either a header or footer
- No cover page and no extra blank pages. This is just a waste of paper
- No folders or binders.

Plagiarism and cheating on any assignment or exam will not be tolerated. You will automatically fail the course and you will be referred to the University for further action. In addition to being unethical, it is unfair to those who do the work and put forth the effort.

Office Hours: Office hours are noted on page 1 of this syllabus. You can make an appointment by calling me during my office hours, by email, or in person during class. Keep in mind that I may only check my email for this class during my office hours. In other words, if you email me the night before a paper is due asking a question, I won't get the message until it is too late. Plan ahead. Poor planning on your part doesn't constitute an emergency on my part. **You can also e-mail me at: jaymmouse@aol.com**

Evaluation Procedures:

Real-World Observation Paper - Final Exam : For this project you are to choose an organization you respect, admire or want to learn more about. This organization must be part of the hospitality industry. You have some flexibility with this project in that your options are endless, i.e., large theme park, local convention and visitor's bureau, hotel chain, bed and breakfast, casino, food and beverage operation. There are literally thousands of options. Your 5-6 page paper must include, but is not limited to: 1) documentation of the history of the organization, how it started and what niche it serves; 2) its target market and which demographic it serves; 3) a detailed overview of the organization, what it does and how it is unique, 4) what makes this organization successful and which areas could it improve upon; 5) what other organizations offer similar or substitute services; 6) which external threats exist (legal, environmental, etc.) which could threaten its long-term viability; 7) which internal issues are of concern to the organization; 8) your opinion and assessment of the long-term prognosis of this organization.

** I highly encourage you to take the time to look deeply into your organization. Do the research, talk to employees (if possible), go and observe them in action, look at their financial sheets... whatever it takes to make this a meaningful and educational project.

Topic Presentation (20 points): Together with a partner, you will take 15 minutes and lead class discussion on a particular aspect of the day's topic. This is **not a summary of the chapter**, but is a fun, educational and interesting aspect of that day's material. You have a lot of flexibility with this, so take it and run with it. Extra points will be given for creativity and overall educational value. You will lose points for simply standing and giving the students material from the text.

Midterm Exam (30 points): This exam will cover all material related to the first half of the semester

Final Exam (50 points): See above.

Your final grade will be determined from a total of 100 points and based on the following scale

Grading Scale

91-100% =A
 89-90% = A-
 87-88% = B+
 81-86% = B
 79-80% = B-
 77-78% = C+
 71-76% = C
 69-70% = C-
 67-68% = D+
 61-66% = D
 59-60% = D-
 <59% = F

Students with Disabilities Requiring Accomodation :

Students with disabilities who require course/assignment accomodation, must register with the Center on Disabilities and complete a services agreement each semester. Staff within the Center will verify the existence of a disability based on the documentation provided and approve accomodations. The Center on Disabilities is located in Bayramian Hall, room 110. Staff can be reached at (818) 677-2684.

Tentative

CLASS SCHEDULE

Date	Topic	Readings: To be read for class
8/26	Introduction & Getting to know each other	
9/02	Hospitality Spirit	Ch. 1
9/09	Tourism – Guest Panel	Ch. 2
9/16	Hotels and Rooms Division Operations – Guest Speaker	Ch. 3 and 4
9/23	Hotels and Rooms Division Operations: Off Campus Meeting TBA	-continued-
9/30	Food and Beverage – Guest Lecturer TBA – Topic Presentation	Ch. 5
10/07	No Class – instructor Out Of Town at WACVB Conference	
10/14	The Restaurant and Restaurant Operations – Guest Lecturer TBA	Ch. 6 and 7 and 9
10/21	Midterm « Real World Observation « paper progress report	Ch 8 – Managed Services
10/28	Theme Parks, Clubs, Recreation – Guest Lecturer TBA-Topic Presentation	Ch. 10
11/4	Gaming, Meetings and Conventions – Guest Lecturer TBA	Ch. 11, 12 and 13 VOTE!
11/11	CAMPUS CLOSED – VETERANS' DAY	

11/18	Gaming, Meetings and Conventions - Leadership & Marketing: Video	Ch. 11, 12 &13 Cont/ & Library Articles
11/25	Accounting and Finance “ Real World Papers ” due – oral presentations dress accordingly	Ch. 17
12/02	Hospitality Information Technology – possible Guest Speaker	Ch. 18
12/09	Catch-Up Day - Questions?	
12/16 - Final	To Be Arranged	