



School of Business

Hospitality + Tourism Management Diploma Program

Grande Prairie Regional College

HP 1240 – Hospitality Seminar I (3-0-2) – 75 Hours

Course Requirements

Instructor	Keith Johnson, B.Ed., M.Ed.
Contact	780.539.2845 (office), 780.882.6269 (cell) Room C219 (Concourse level) kjohnson@gprc.ab.ca
Office Hours:	<i>I am always available by appointment or simply by stopping by for a coffee!</i> Monday: 9:30 AM – 1:00 PM Wednesday: 9:30 AM – 1:00 PM <i>Other times available upon request.</i>
Required Texts:	Michael, A. <u>Best Impressions in Hospitality: Your Professional Image for Excellence.</u> Published by Delmar – Thomson Learning Inc., Toronto, 2000. O'Halloran, R. et al. <u>Cases in Hospitality and Tourism Management.</u> Published by Pearson – Prentice Hall Inc., Toronto, 2006.
Gently Used Texts:	<i>This is a new program and as a result used texts are not available yet. You will be able to offer your purchase for sale next semester, however, during the used book sale. Please purchase the text today and bring it each day to class.</i>

Program Fit: Required course for all Hospitality and Tourism Management Program Diploma Candidates.

Business option (2nd Year only) for all Business Administration Program Diploma Candidates.

All other programs – please consult your Chairperson for course program “fit” and/or eligibility for credit.

Prerequisite: None

Course Description: Students will have an opportunity to immerse themselves in a hospitality environment through a practicum that brings together theory and practice. Students will complete a number of observations, reflections, and assignments while completing the seminars and practicum.

University Transferability: University of Calgary (pending). Please consult receiving institution as transferability varies.

Course Evaluation:	Participation and professionalism	15%
	Field Study – Team (weekly)	20%
	Field Study – Independent (one)	15%
	All Other Assignments, readings etc.	20%
	Case Studies (weekly)	20%
	Portfolio	10%

NO LATE ASSIGNMENTS ARE ACCEPTED WITHOUT PRIOR CONSENT OF THE INSTRUCTOR!

Note: You cannot receive a passing grade in the course without ALL of the above being complete.

ALL ASSIGNMENTS SHOULD BE SUBMITTED IN A PROFESSIONAL FORMAT, WORD-PROCESSED AND WITH APPROPRIATE TITLE PAGES AND DOCUMENTATION.

Other than in-class assignments, no handwritten documents will be accepted.

Participation and Professionalism

The term “professionalism” is used, often, flippantly in modern society. It does, however, have some essential elements that are critical to success as the world becomes more complex.

The **dictionary** defines “professional” as someone “who engages in a particular pursuit, study, or science for gain or livelihood.” Amateur is defined, generally, as someone “who engages in a particular pursuit, study, or science as a pastime rather than as a profession.”

"Professionals are those who can do their job when they don't feel like it. Amateurs are those who can't do their job when they do feel like it. "You have to perform at a consistently higher level than others. That's the mark of a true professional. Professionalism has nothing to do with getting paid for your services." **Author: Unknown**

Joe Paterno, American college football coach "Professionalism is admirable but, lest hubris set in, let's remember that Professionals built the Titanic, Amateurs built the Ark."

Other Aspects of Professionalism (as experienced by the Instructor)

Projecting a positive image, first impressions, little things that count, punctuality, visual cues, understanding behaviors, developing empathy, mutual respect, building relationships, networking, communicating professionally, written etiquette (letter, papers, e-mail, assignments etc.), verbal etiquette (phone, meetings, one-on-one etc.), the words you choose, how you verbalize the words you choose, selling ideas, selling yourself, gaining confidence. ***And the list goes on.....***

Field Study – Team (weekly)

As a group we will engage in a field study project. The project requires many off-campus visits as a means of investigating real world examples. The instructor will secure the field study partner. Each week you will be observing, evaluating and document specific elements of a full service property. Details of each observation will be distributed as the term progresses.

Field Study – Independent (one)

This component of the course requires you to engage in a field study that is secured on your own. In addition, it is an opportunity for you to explore a potential career path. There is a never ending list of career opportunities in this field and new ones emerge everyday. Your responsibility is to begin thinking about where you see yourself in the next few years and secure a field study, in consultation with the instructor, in that particular area. Details of the assignment will be distributed as the term progresses. Plan to spend at least 20 hours in this field study.

All Other Assignments, readings etc.

Tasks administered, discussed and submitted during a class period and additional requirements as they arise. Clearly, attendance is mandatory in order for these to be counted in the grading process. It is impossible to make these types of assignments up as interaction and in-class discussion are integral to their implementation and success. All “other” assignments, as distributed by instructor, will also fit in this category.

Case Studies

These case studies are in your assigned reading. The instructor will distribute a model for case study evaluation early in the semester. In general these case studies relate specifically to the industry and require a keen analysis of difficult problems, generate alternatives and making decisions. The first examples will be complete in-class.

Portfolio

This project began in the first semester. This semester will require you to hone, edit and update your portfolio on a regular basis. Specific items to be included will be discussed each week. You might be interested in storing your portfolios in the classroom.

Course Caveat

It is imperative to read all student related materials including, but not limited to, College Calendars, Handbooks, Mission, Values, Orientation materials, postings, e-mail etc. These documents are extremely important as the overall guiding principles of student life and acceptable behaviors and practice. Please ensure that you are made aware of all College-produced correspondence.

Waiver

This course requires us to venture into some “tempting” arenas! Please be aware of the environment we are participating in. This will be discussed in great detail during class time.

Course Format

HP 1240 consists of weekly instruction (3 hours) and approximately two hours of experimental/field study time (lab). Class time will involve lecture, group discussions, group work, debate, individual reflection, examinations, guest speakers, community involvement, field study and presentations.

Statement of Plagiarism

The instructor reserves the right to use electronic plagiarism detection services.

Weekly Schedule
January 2007 – April 2007

Readings and Preparations

<u>Week #</u>	<u>Date</u>	<u>Readings/preparations</u>
1	January 4 - 5	Case 1 First Impressions
2	January 8 - 12	Case 2 and 3 Professional Dress
3	January 15 - 19	Case 4 and 5 Dress Continued
4	January 22 - 26	Case 6 and 7 Casual Day
5	January 29 – February 2	Case 8 and 9 Universal Standards
6	February 5 - 9	Case 10 and 11 Uniforms
7	February 12 - 15	Case 12 and 13 What you say and do
8	February 19 - 23	Reading Week
9	February 26 – March 2	Case 14 Etiquette
10	March 5 - 9	Case 15 and 16 Uniforms
11	March 12 - 16	Case 17 and 18
12	March 19 - 23	Case 19 and 20
13	March 26 - 30	Case 21 and 22

<u>Week #</u>	<u>Date</u>	<u>Readings/Preparation</u>
14	April 2 – 6	Case 23
15	April 9 - 13	Course Wrap - Up