

Syllabus HM 3000 | Hospitality Industry Foundations

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring

Year: 2025

Course Prefix: HM

Course and Section #: 3000-X01

Course Title: Hospitality Industry Foundations

Credits: 3

Course Description

Focuses on the management and operations of destinations, lodging, food, attractions, meetings, events, and cruise ships in the dynamic hospitality and tourism industry. The concepts and principles of hospitality leadership and sustainable tourism are important course themes. The importance of customer service and the guest experience are key course elements. Students also explore the broad range of possible career tracks, and gain knowledge that helps make important academic and professional decisions.

HM 3000 supports the following degrees:

- Hospitality Management, B.S.
 - Event Manager, Minor/Certificate of Proficiency/B.S.
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Course Attributes

This course has the following attributes:

- General Education Requirements
 - Global/Intercultural Graduation Requirements
 - Writing Enriched Graduation Requirements
 - Discipline Core Requirements in Program
 - Elective Core Requirements in Program
 - Open Elective
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Instructor Information

Instructor Name: Dr. Douglas Miller

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Identify the structure, nature and operating characteristics of the major sectors within the hospitality industry, including lodging, food service, attractions, meetings, events, cruises, and tourism destinations.
- Analyze the interrelationships between key industry sectors and various functions within a hospitality organization.
- Describe the social, economic, and environmental trends within which the hospitality industry operates.
- Research effective hospitality management practices and strategies for improving

organizational growth and operational efficiency.

Develop essential skills in customer service and relationship management to optimize the guest experience.

Define a potential hospitality career path considering individual abilities, lifestyle goals, and work interests.

Course Materials and Texts

Required materials and technology:

Textbook:

o There is no textbook for this course.

o All learning content is posted within Canvas with links to external supplemental materials.

Access to a computer and reliable internet connection

To download Microsoft Teams, visit UVU's access portal

See UVU Free Software

We will be using Google Slides for your Destination Project

o See Google Privacy Policy

Course Requirements

Course Assignments, Assessments, and Grading Policy

For this three (3) credit-hour course students should expect to spend up to 9+ hours a week completing course activities.

Activity	Points
Getting Started (2)	10
Assignments (14)	280
Discussions (3)	30
Quizzes (14)	280
Destination Project	200
Exam (2 part)	200
Total	1000
Extra Credit	15

Canvas is where content, grades, and communications will reside for this course.

Teams will be used for office hours and student/faculty meetings.

This course is designed to help you gain essential knowledge and skills related to a management role in the hospitality and tourism industry, which includes organizations such as hotels and resorts, restaurants and banquets, cruises, attractions and recreation, meetings and convention centers, and even tourism destinations themselves.

The course is divided into Modules corresponding to the weeks of the semester. You are to navigate the course through the modules view and carefully review all materials. You will miss essential content if you navigate the course via other means. Use the "Next"; button at the bottom of each page to work in proper sequence.

Within the modules you will find:

- Overview pages providing an introduction, objectives, and list of activities
- Read/Watch pages including the course readings and media content
- Chapter quizzes and Assignments for you to complete

The course also includes an important project that brings together key concepts and principles learned throughout the semester. For this Destination Project, you essentially build a slide presentation that profiles a tourism destination anywhere in the world that you choose. Most Modules include a short assignment for this project that helps you work on it a piece at a time.

As a student you can expect this course to challenge and engage you as a learner. You will be expected to engage in class discussions, complete projects and papers as required, and succeed as a student in this course.

The purpose of these activities is to focus your learning on key concepts and principles, and most importantly, help you learn how to apply this knowledge in a professional setting. After all, your future employer is most interested in what you accomplish on the job and the impact of your contributions to the team and company.

Important Note: You will not be able to successfully complete course assignments if you don't clearly understand them. If you need a bit of guidance or some element of an assignment is not clear to you, please contact me to ask for help. Clarity is a key to great performance!

Assignment Grading

Your success in this course depends on the effort you invest. When working on essay assignments or projects, I expect you to “dive beneath the surface”; to gain important insights and enable truly terrific results. These “Five C’s”; are what I look for in grading your work--which is exactly what your employer expects in your professional communications:

1. Be Clear: Good grammar and fearless editing are the keys to clarity.
2. Be Concise: Get to the point and make a strong argument for your position.
3. Be Comprehensive: Cover all the required elements of the assignment.
4. Be Creative: Show some insight and innovation in your recommendations.
5. Be Comprehending: Demonstrate adequate understanding of applicable concepts, principles and terms.

You may work ahead in this course--EXCEPT for the discussions. Online discussions are more robust when they are an actual discussion, not just a public post. It helps us have a better discussion when we are all posting during the same time period.

Late Work Statement:

You must pay close attention to the posted deadlines for quizzes and assignments. It is your responsibility to submit your work on time, so you should review the Canvas course content on a regular basis and pay close attention to the calendar. I may or may not accept late assignments, depending on the circumstances, but work submitted beyond the

deadline will normally have grading points deducted. If a serious unforeseen situation arises that may affect your ability to complete work on time, please send a message to the instructor in advance.

The best way to be successful in this course is to submit all assignments by their due date. All assignments are available from the beginning of the term and you are allowed to work ahead. Discussion participation must occur as per the due dates.

In the event that you will not be able to meet a due date, contact your instructor as soon as possible. If you are unable to contact the instructor ahead of the due date, you will be expected to provide appropriate documentation such as a doctors note to be allowed to turn in an assignment late.

The following grading standards will be used in this class:

A = 94-100 B - = 80-83 D+ = 67-69

A - = 90-93 C+ = 77-79 D = 64-66

B+ = 87-89 C = 74-76 D - = 61-63

B = 84-86 C - = 70-73 F = 0-60.9

Required or Recommended Reading Assignments

o There is **no textbook** for this course.

o All learning content is posted within Canvas with links to external supplemental materials.

General Description of the Subject Matter of Each Lecture or Discussion

Module 0: Getting Started – Introduction to the course, key concepts, and expectations for success in the hospitality management program.

Module 1: History of Tourism and Hospitality – Explores the origins and evolution of the tourism and hospitality industry, highlighting key milestones and developments.

Module 2: Tourism and Destination Management – Focuses on the planning, marketing, and management of destinations to attract and retain tourists.

Module 3: Customer Service and Hospitality – Examines the importance of customer service in hospitality and strategies for delivering exceptional guest experiences.

Module 4: Managing the Guest Experience – Investigates techniques for creating memorable and personalized experiences for guests in various hospitality settings.

Module 5: Hotels and Resorts – Analyzes the operations, management, and financial aspects of hotels and resorts, including guest services and facilities.

Module 6: Alternative Lodging – Looks at non-traditional accommodation options such as Airbnb, hostels, and vacation rentals and their impact on the hospitality industry.

Module 7: The Restaurant Business – Focuses on the operations, marketing, and financial management of restaurants, including foodservice and guest satisfaction.

Module 8: The Beverage Business – Covers the management of beverage operations, including bars, wineries, breweries, and beverage service in hospitality.

Module 9: Catering and Banquets – Explores the planning and execution of large-scale events such as banquets, weddings, and corporate catering.

Module 10: Recreation and Attractions – Investigates the management of leisure activities and attractions, including theme parks, museums, and outdoor recreation.

Module 11: The Cruise Business – Examines the cruise industry, including operations, marketing, and customer service aboard ships.

Module 12: Meetings and Conventions – Focuses on planning and managing conferences, conventions, and corporate meetings, emphasizing logistics and client relations.

Module 13: Special Events – Explores the organization, planning, and management of special events such as festivals, concerts, and public celebrations.

Module 14: Hospitality Careers – Provides an overview of career opportunities in hospitality management and strategies for career development in the field.

Module 15: Final Exam/Project – Essay questions, management interview, and final project

Required Course Syllabus Statements

Generative AI

**adapted from Temple University. statement on AI uses in classes.*

AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are crafts that you must develop over time to develop your own individual voice. At the same time, you should learn how to use AI and in what instances AI can be helpful to you.

The use of generative AI tools (e.g. ChatGPT, Google Bard, etc.) **is permitted in this course for the following activities:**

- Brainstorming and refining your ideas;
- Fine tuning your research questions;
- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

The use of generative AI tools is **not permitted** in this course for the following activities:

- Impersonating yourself in course contexts, such as using the tool to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty.

Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of

the student work should be generated by AI. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting your work.

AI Options

- UVU's AI instance of Microsoft Copilot
- o Microsoft Copilot Resources
- o MS Copilot keeps your inquiries within the UVU AI system
- ChatGPT
- Gemini

Using Remote Testing Software

- This course does not use remote testing software.

- This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by

not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.