



HTBM 179 - Intro to Hospitality Management (Hybrid) Course Syllabus - Fall 2023

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Office: Laidlaw 121

Office Hours: Thursdays 10am to 11:30

or by appointment

Recommended Preparation: ENGL 095 and ESLA 115 or Placement into ENGL& 101

5 Credit Hours - Hybrid

Class Meeting: Kulshan 207

Class meets: Tuesdays 11:30 – 2:20

Lab time: Thursdays 11:30 – 2:20

Start Date: 9/19/2023

End Date: 12/8/2023

Course Text: *Introduction to Hospitality* 6th Edition (2013) by Robert John R. Walker

Course Description:

This course provides an introduction to and overview of the world of hospitality concepts and practice. The course covers the scope and forms of the hospitality industry: lodging, food and beverage, transportation, retail outlets, tourism, and special events. The management practices of hospitality venues are introduced. History, leadership, organization, operations, opportunities and challenges, franchising, and quality service are discussed.

Course Outcomes: Upon completion of this course, students will be able to...

- Describe the historical evolution of and significant pioneers of the hospitality industry
- Outline the functional relationships between different hospitality sectors
- Characterize the major management issues specific to the hospitality industry
- Explain the qualities of marketing and sales promotion unique to the hospitality industry
- Summarize basic management responsibilities and techniques for specific hospitality sectors
- Identify potential career opportunities in the hospitality industry.

Program Outcomes: this course will provide students the opportunity to practice and develop the following skills...

- Use industry specific terminology
- Describe relationships of the different industry sectors.
- Detail the legal and ethical issues affecting owners and managers in the industry.

Core learning abilities:

WCC's core learning abilities (CLAs) – quantitative literacy, information literacy, communication, critical thinking, and social justice – are skills taught and reinforced throughout our curriculum. These skills are integral to students' professional and personal lives. This course will give you the opportunity to practice and develop **communication**.

Access and Disability Services:

Any student with a disability requiring auxiliary aids, services, or other reasonable accommodations should contact the access and disability services office in Laidlaw 134 to make an appointment (ads@whatcom.edu, 360.383.3139, or 360.255.7182 [videophone for deaf callers]).

Course format:

Hybrid (HY) – This is a hybrid class, which means that learning activities will take place both in-person and online. Additionally, this course will be conducted in a “**Learning Lab**” format. The in-person component of the course will be combined with other courses. In-person sessions will include lectures, discussions, and case studies relevant to multiple HTBM courses. Students should plan their schedule to attend the TUESDAY in-person sessions and arrange your time to complete online course work in a timely manner. This course also includes Mediated Lab time on THURSDAYS. Your instructor will be

available to support students as they complete course assignments, case studies, and quizzes as well as answer questions related to general course content.

Canvas: Access to Canvas through the internet is strongly encouraged for this class.

As this is a hybrid course, resources for this course will be provided on Canvas, an online course management designed for education purposes. The site is <https://wcc.instructure.com/login> You are able to access class files, notes and resources, communicate with your instructor, turn in work, and track your grades through Canvas. Please be sure to update the contact information so that your instructor can contact you through Canvas if necessary.

Guidelines for contacting your instructor: Communication with your instructor is best done through email or Canvas message. Under normal circumstances, you will receive a reply within 48 hours (though usually sooner). I am happy to discuss assignment details, group work and dynamics, and other general questions about the course and the topic of marketing. Grades, however, must be discussed in person. I am happy to make an appointment. Students are also expected to interact with their fellow classmates in a professional and respectful manner both in class and online. Netiquette guidelines can be found on the online syllabus for this course on Canvas. WCC communicates with students via their [WCC issued student email](#). Students can check email by logging into their MyWCC account.

Evaluation:

Grades will be based on: Unit Quizzes; Chapter Review Questions; a Course Project; Hospitality Case Studies; Professionalism, Participation, and Attendance; and participation in the Hospitality Blog.

Grade Composition:

Unit Quizzes	30%
Chapter Review Questions	20%
Course Project	20%
Hospitality Case Studies	12%
Professionalism, Participation, and Attendance	10%
Hospitality Blog participation	8%

Grading Scale:

A 94% - 100%; A- 90% -93.9%; B+ 87% - 89.9%; B 84%-86.9%; B- 80% - 83.9%
C+ 77%-79.9% ; C 74% - 76.9%; C- 70% - 73.9%; D+ 65% - 69.9%;D 60% - 64.9%
F 59.9% and below

Extra Credit: There will be extra credit available for those who may need it. More details about extra credit are included at the end of this syllabus.

S/U Grading: Students who enroll for satisfactory/unsatisfactory (S/U) grading in this course should be aware that a C- (or C, depending on the course) grade is required to earn an S grade. Students who are considering changing to an S/U grading approach through registration should check with me first to determine your current standing in the course. You should then [check with an advisor](#) to determine the best course of action for your success. Some programs, schools, and universities may not recognize the S grade in the same manner as WCC.

Reading Assignments: You are required to read the assigned chapters from your text prior to attending class. Please keep up with the chapter reading and refer to the HTBM 179 Class Calendar for specifics.

Unit Quizzes At the end of each unit you will complete a unit quiz. This quiz will cover the required readings for that unit and include the ideas, concepts, and skills you have been using to complete the other assigned work. Unit quizzes will be different lengths and point values. Your lowest quiz score (by percentage) will be dropped.

Chapter Review Question: You should read the assigned chapters from your text prior to working on other elements of the unit. Please keep up with the chapter reading. Refer to the HTBM Class Calendar for specifics. In HTBM 179 – Intro to Hospitality Management – Syllabus – Fall 2023

addition to reading each chapter, you are **REQUIRED** to answer *selected* review questions at the end of each chapter. These questions are posted on Canvas as discussions and you should respond to all of the questions by the date indicated. Late questions will be subject to a late penalty.

Course Project: For this course each student will complete a written research project. Students will be able to choose the specific hospitality sector and industry they research. This project will be completed in sections. More specific information about this project will be provided in class.

Case Studies: These case studies are meant to exercise your critical thinking, problem solving, and creative skills.

Course Blog: The purpose of the Blog requirement is; first, to have students experience the process of blogging and second, to have you think critically about your interactions with hospitality establishments and experiences and write about them. More about Blog post contents can be found at the end of this syllabus. The Blog can be found at <http://wcchospitalitymgmt.blogspot.com/> Specific instruction on how to access and make blog posts along with this link will also be on Canvas.

Incompletes: An “Incomplete” for this course is strongly discouraged. However, for a number of verifiable personal emergencies, I will discuss this option as long as you have shown sufficient effort and progress (completion of at least 60% of the course, including the mid-term exam, with a C average or better.) Students must discuss this option with the instructor prior to the 8th week of the quarter. If circumstances in your life prevent your succeeding in this course at this time, you should withdraw before the official deadline.

Professionalism and Course Conduct; School is the best place to begin practicing how you will conduct yourself in the workplace. Your work performance will be judged, in part, on your level of professionalism. For this business class, your professionalism will be based on:

Attendance: Attendance will be taken randomly at the beginning of class. Excellent attendance is critical to your success in the program and part of a good work ethic. 100% attendance is expected, and absences will be sanctioned for illness and serious family situations only. Outside appointments and work commitments should be scheduled during non-class times. If you must miss class for a non-emergency, a portion of your absence may be excused.

Missed Class: If you have to miss a class because of an illness or serious family situation, you will need to contact a classmate for handouts, assignments and information missed. Do not depend on the instructor to provide you with assignments or handouts, or detailed instructions

Tardiness: Tardiness is unprofessional, a poor work habit, and is disruptive to the class. I will make every effort to begin class on time. If you must be late, please enter the room quietly and take your seat without disrupting. Excessive tardiness will be noted and reflected in your professionalism grade.

Late Work Policy: All assignments are due at the end of class for full credit. Assignments turned in after that time will be considered late and penalized. (5% for each day late)

Class Room Environment: Cell Phones should be silenced before class begins. Phone calls should NEVER be conducted in the classroom, if necessary; take your phone call outside. I expected you to be “present and engaged” during class. Texting and participating in social during class is impolite and unprofessional. Excessive distraction due to technology will be noted and reflected in your professionalism grade. I and many of your peers have expectations about how a college course should function. My expectation about our class time together is that we will all attend regularly, stay throughout the entire class period, and be considerate of others.

Netiquette - Guidelines for interacting with other students. The WCC netiquette statement states that students participating in WCC's online courses agree to interact with others in a positive, cooperative, and supportive manner and display respect for the privacy and rights of others. This statement is inclusive of, but not limited to, the following guidelines:

Be courteous about what you say to or about others in any electronic format. In electronic communication, the golden rule is, "remember the human"; there is a real person with real feelings on the receiving end of your post.

Be respectful and open to opinions and ideas that differ from yours. The exchange of diverse thoughts, ideas, and opinions are an essential part of the scholarly environment. Keep in mind the people in your classes may come from backgrounds and have views that may vary significantly from your own.

Flaming – the posting of messages that are deliberately hostile and insulting in an online social context – is not appropriate under any circumstances. While everyone (learners and instructors alike) is encouraged to share ideas and opinions openly, you should never use insults or resort to name-calling, even if you disagree strongly with what someone else has written.

When responding to messages or posts made by others, address the ideas, not the person.

Be careful when using sarcasm and humor. Without social cues, such as facial expressions and body language, a remark meant as humorous could come across hurtful or offensive. Don't assume that the use of emoticons, such as :-), are enough to convey your tone or intent.

Capitalizing whole words is generally seen as SHOUTING and is often offensive to the reader. Use all capital letters sparingly, such as to highlight a meaningful word or point.

Academic Integrity is expected of all students. The following guidelines can be found at

<http://www.whatcom.ctc.edu/library/files/AbWha/Policies> "Academic dishonesty. Academic dishonesty includes cheating, plagiarism, fabrication, and facilitating academic dishonesty. (a) Cheating is intentionally using or attempting to use unauthorized materials, information, or study aids in any academic activity. (b) Plagiarism includes submitting to a faculty member any work product that the student fraudulently represents to the faculty member as the student's work product for the purpose of fulfilling or partially fulfilling any assignment or task required by the faculty member as part of the student's program of instruction. (c) Fabrication is the intentional and unauthorized falsification or invention of any information or citation in an academic activity. (d) Facilitating academic dishonesty is intentionally or knowingly helping or attempting to help another to violate a provision of this section of the disciplinary code. Acts of dishonesty are serious breaches of honor and shall be dealt with in the following manner: (i) Any student who commits or aids in the accomplishment of an act of academic dishonesty shall be subject to disciplinary action. (ii) In cases of academic dishonesty, the instructor or dean of students may adjust the student's grade. The instructor may also refer the matter to the dean of students for disciplinary action."

Technology requirements:

Please ensure you have regular access to a desktop or laptop computer with an internet connection to complete coursework. High-speed broadband access (LAN, Cable, or DSL) is highly recommended for an optimal learning experience. The College has numerous computer labs and a library with computers that may be used to complete coursework. Also, laptops can be checked out for the quarter using this [device checkout form](#). While tablets, smartphones, and other mobile devices may allow for completion of some coursework, they are not guaranteed to work in all areas. For example, it is recommended students do not attempt quizzes on Canvas when using a mobile device, such as a smartphone or tablet, due to compatibility issues.

Web browser: Please use Firefox or Chrome as your web browser when you use Canvas.

Artificial Intelligence (AI) generated writing:

All work submitted in this course must be your own. AI generated writing such as ChatGPT responses will not be accepted in this class. I want to hear your thoughts, your words, your perspectives. I am available to support you with your assignments by appointment or during my scheduled office hours.

*You may use AI programs e.g. ChatGPT to help **generate ideas and brainstorm**, but beware that use may also stifle your own independent thinking and creativity. You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material.*

WCC also has an excellent writing center, with free support and guidance. Please note that assignments may be randomly selected and screened for AI generated writing. Assignments submitted using un-cited AI generated writing will either need to be redone or will receive a zero.

Affirmation of inclusion: WCC is committed to maintaining an environment in which every member of the college community feels welcome to participate in the life of the College, free from harassment and discrimination.

We welcome people of all races, ethnicity, national origins, religions, ages, genders, sexual orientations, marital status, veteran status, abilities and disabilities. Toward that end, faculty, students and staff will treat one another with respect and dignity; promote a learning and working community that ensures social justice, understanding, civility and non-violence in a safe and supportive climate; and influence curriculum, teaching strategies, student services and personnel practices that facilitate sensitivity and openness to diverse ideas, peoples and cultures in a creative, safe and collegial environment.

Non-discrimination policy, Title IX, and sexual misconduct: WCC does not discriminate on the basis of race, color, national origin, religion, sex, disability, honorably discharged veteran or military status, sexual orientation, genetic information, or age in its programs and activities. WCC's [discrimination and harassment policy](#) (615), [Title IX \[sexual misconduct and harassment\] policy](#) (616), and [student rights and responsibilities policy](#) (620) strictly prohibit sexual harassment, intimidation, and violence. Anyone who has experienced sexual misconduct is encouraged to contact a WCC counselor (Laidlaw 134, 360.383.3139) to receive confidential support and learn about reporting options. Any disclosure of such misconduct shared with another faculty or staff member is non-confidential and requires a report to WCC's Title IX coordinator, who has been designated to handle such reports. Inquiries regarding non-discrimination, Title IX, and sexual misconduct policies can be directed to the Title IX coordinator at 360.383.3400.

Accommodations for reasons of faith or conscience: Students who will be absent from course activities due to reasons of faith or conscience may seek reasonable accommodations, so grades are not affected. Such requests must be made to the instructor within the first two weeks of the quarter and should specify the exact dates the student will miss. The instructor and student will then identify the specific reasonable accommodations for the missed class sessions.

Whatcom Community College Student Support Services Available

WCC is committed to supporting the academic success of all its students. The College has adopted a proactive [early alert](#) referral system, which is a collaborative, student-centered initiative involving faculty, advisors, and students. The early alert referral system is a tool for faculty to identify students who are experiencing academic or attendance difficulties during the first few weeks of each quarter. Students who receive an alert will be contacted by someone on the early alert student success team to direct them to appropriate next steps and resources for success. As your instructor, I also encourage you to contact me if you receive an alert so we can discuss options for helping you to be successful in this course and at WCC. Visit [orca central](#) to access advising, financial aid, and enrollment assistance and to connect with resources. Orca central is located on the main floor of the Heiner Center building and can be reached at 360.383.3080 or orcacentral@whatcom.edu.

The [learning center, the math center, and the writing center](#) offer free in-person and online tutoring and writing support for all courses.

The [student helpdesk](#) is available for technical assistance and device checkout.

[Advising and career services](#) offers in-person, phone, and zoom advising. Call 360.383.3080 for assistance connecting with your advisor.

[WCC's library](#) is open and librarians are available to assist you in person and online.

The [Simpson intercultural center](#) welcomes all students looking for community, connections, and engagement.

The [veteran services office](#) offers support to veterans, service members, and eligible dependents to help them accomplish their educational goals.

Student success coaching and support programs are available for eligible students through the [AIM program](#) (ongoing personalized advising, coaching, mentoring and more) and [TRIO student support services](#) (academic and financial coaching, online tutoring, university visits, and more). Visit their webpages for eligibility requirements.

[Sign up to receive email and text notifications](#) about college closures due to inclement weather or any other unforeseen circumstances. You can also find out about closures on [WCC's website](#) or by calling 360.383.3000. If the College is open, you should always base your decision on whether to attend class on what is safest or best for you.

[Workforce funding](#) offers several funding programs to students experiencing specific life and educational circumstances that may go beyond [financial aid](#) and [scholarships](#). To learn more about workforce funding programs and whether you are eligible, please complete an [inquiry form](#) and one of the program advisors will contact you.



HTBM 179 - Introduction to Hospitality Management

Fall 2023- *Tentative* Course Schedule

Sept. 19, 2023 Opening Week	“September 19th 11:30 am - First Day!” Before Class • Review Course Syllabus on Canvas • Explore Canvas • Purchase & explore course textbook. During Class – Tuesday, September 19th at 11:30 am • Introductions • Syllabus Review • Introduce Course Project • What is Hospitality and what makes up the hospitality industries? Discussion During Thursday Lab • Introduce Canvas • Discuss Assignments • Review Tools and Resources for success After Class – Complete coursework by next Monday • Complete “Introductions Discussion” • Complete Course Survey • Begin reading first assigned chapters in your text
Week of 9/24 - 9/30 Week Two	“Introduction to Hospitality” Before Class • Read chapters “Introduction to Hospitality” and “Tourism” • Complete previous weeks work by Monday During Class - Tuesday, September 26th at 11:30 am • Foundations of Hospitality and Tourism • “Build a Business” - In Class Activity After Class - Complete coursework by next Monday • Thursday Lab • View “Introduction to Hospitality” video lecture and review power point • Complete Chapter Review Questions • Complete Course Project Proposal • Complete “Introduction to Hospitality” Quiz
Week of 10/1 – 10/7 Week Three	“Forms of Ownership in Hospitality” Before Class • “Forms of Ownership” video lecture either before or after class • Read Chapters: “Food and Beverage” and “Beverages” if possible During Class - Tuesday, October 3rd at 11:30 am • Forms of Ownership Lecture and Discussion • Forms of ownership case study – in class After Class - Complete coursework by next Monday • Thursday Lab • Begin researching and writing Part One – “The Industry” of your course project • Complete “Forms of Ownership” case study if necessary • Take “Forms of Ownership” Unit Quiz • Complete Chapter Review questions for both chapters
Week of 10/8 – 10/14 Week Four	“Food and Beverage Operations” Before Class • Read Chapters: “The Restaurant Business” and “Restaurant Management” AND Read “Beverages” if you did not last week • You may choose to view Video Lecture “Food and Beverage Operations” and “Restaurants” and review Power Point before or after class

	During Class - Tuesday, October 10th at 11:30 am • Food & Beverage Departments Lecture & Discussion • “Food Service Industry” Case Study in class After Class - Complete coursework by next Monday • Thursday Lab • Complete Chapter Review questions for both chapters • Complete “Food Service Industry” Case Study if necessary • Take “Food & Beverage Operations” Unit Quiz
Week of 10/15 – 10/21 Week Five	“Meetings, Conventions, & Events” Before Class • Read Chapters: “Meetings, Conventions, and Expositions” and “Special Events” • You may choose to view Video Lecture “Meetings, Expositions, Events, and Conventions (MEEC)” and review Power Point before or after class During Class - Tuesday, October 17th at 11:30 am • “Meetings, Events, Weddings, and Catering Lecture and Discussion • “Catering” Case Study in class After Class - Complete coursework by next Monday • Thursday Lab • Complete Chapter Review questions for both chapters • Complete “Catering” Case Study if necessary • Take “Meetings, Conventions, & Events” Unit Quiz
Week of 10/22 – 10/28 Week Six	“The Hotel and Lodging Industry” Before Class • Read Chapters “The Hotel Business” and “Rooms Division” • You may choose to view Video Lectures “Lodging Industry” and “Lodging Operations” and review Power Point Slides either before or after class During Class - Tuesday, October 24th at 11:30 am • “Hotel Industry” Lecture & Discussion • “Catering Sales” Lecture and Discussion • Sales Activity – in class After Class - Complete coursework by next Monday • Thursday Lab • Complete “Lodging Industry” Case Study • Complete Chapter Review questions for both chapters • Course Project – Part One – Due Monday, Oct.30 • Take “Hotel & Lodging Industry” Quiz
Week of 10/29 – 11/4 Week Seven	“Recreation & Attractions” Before Class • Read Chapters: “Recreation, Attractions, and Clubs” and “Gaming Entertainment” • You may choose to view Video Lecture “Gaming, Attractions, and Clubs” and review Power Point before or after class. During Class - Tuesday, October 31st at 11:30 am • Hospitality of Golf lecture and discussion • Brief discussion about private club ownership After Class - Complete coursework by next Monday • Thursday Lab • Complete Chapter Review questions for both chapters • Begin working on your Course Project - Part Two “The Major Players” • Take “Recreation and Attractions” Unit Quiz

Week of 11/5 – 11/11 Week Eight	“Marketing in Hospitality” Before Class • Read Chapter: “Marketing” (online) • You may choose to view video lecture “Hospitality Marketing” and review power point before or after class During Class - Tuesday, November 7 th at 11:30 am • “Marketing in Hospitality” lecture and discussion • Marketing in Food and Beverage Case Study/Activity After Class - Complete coursework by next Monday • Thursday Lab • Complete Chapter Review questions • Take “Marketing in Hospitality” Unit Quiz • Complete remaining Blog posts All Extra Credit work must be turned in by Dec. 6 th
Week of 11/12 – 11-18 Week Nine	“Human Resources in Hospitality” Before Class • Read Chapters: “Human Resources Management (online)” • You may choose to view Video Lectured “Hospitality Marketing” and “Human Resources” and review Power Points before or after class During Class - Tuesday, November 14 th at 11:30 am • “Human Resources and Staffing Tools” lecture and discussion. • “Human Resources” Case Study After Class - Complete coursework by next Monday • Thursday Lab • Complete Chapter Review questions • Complete “Human Resources” Case Study if necessary • Take Human Resources Unit Quiz • Turn in Course Project – Part Two
Week of 11/19 – 11/25 Week Ten	“No Classes – Thanksgiving Break” • <i>NO CLASS! Tuesday, November 21st and NO LAB Thursday, November 23rd</i>
Week of 11/26 – 12/2 Week Eleven	“Management and Leadership in Hospitality” Before Class • Read Chapters: “Leadership and Management” and “Management” – and online chapter • You may choose to view Video Lecture “Management” and review Power Point before or after class During Class - Tuesday, November 15 th at 11:30 am • Management & Leadership in Hospitality lecture and discussion • Food and Beverage p&l After Class - Complete coursework by next Monday • Thursday Lab • Complete Chapter Review questions for both chapters • Complete “Layoffs” Case Study • Take “Management & Leadership” Unit Quiz
Week of 12/3 – 12/8 Final Week	“Open HTBM Lab” Open HTBM Lab - Tuesday, December 5th and Thursday December 7 • All Extra Credit work must be turned in by Dec. 6th



HTBM 177 & HTBM 179

Fall 2023 - “Credit Enrichment”

There is an opportunity for significant extra credit in both Hospitality and Tourism business management courses this quarter. The purpose of this extra credit activity is to get you involved in a community event where you can use the tools and knowledge you have gained in the classroom. This opportunity will also provide you with valuable experience for your resume AND should be a lot of fun! If you are enrolled in more than one of these courses, your extra credit activity may only apply to ONE of the courses. You may NOT use your job, an internship or Coop experience for extra credit. You may complete two extra credit activities, one for each course; however you may not complete more than one for each course. **All extra credit work MUST be turned in by Dec. 6th**

You may volunteer to work, serve, cook, organize, or participate in the facilitation of an event. This MUST be unpaid volunteer work. You will receive up to 100 points of extra credit (approximately 10% of your grade) for NO LESS than 6 hours of volunteer work. You may receive partial credit depending on the number of hours volunteered. You could help serve a community meal, volunteer for your child's fundraising auction, Boys and Girls Club charity golf tournament or do volunteer work for the Ski to Sea event. You must be working and not “playing” AND it CANNOT be paid work. For this to be considered **you must provide proof** of your hours (a signed hand written note by an event official is sufficient and/or pictures of you participation with contact information for an event official so I can contact them to verify your participation.)

Additionally, you **must write a reflection paper** that discusses the following;

- A description of the group or organization that is holding the event
- The purpose of the event (fundraising, issue awareness, community spirit)
- A description of the work you performed and how it contributed to the event as a whole
- A description of some of the work being performed by other volunteers or event staff
- A description of at least three elements (skills, knowledge, issues, etc.) that were discussed in class or in the text.
- What you enjoyed about the work and what you disliked about the work

Your reflection should be typed, double spaced, with your name, course number and name, and date at the top. You may include personal pictures or other media from the event if you have it. Your reflection should be in narrative form, like a story. Tell me about your experience while incorporating the required information

Volunteer Ideas –

- Many churches and other organization have opportunities to plan and serve events during harvest season and into the holiday season.
- December 3 & 4, 2022 - [Port of Bellingham's Holiday Festival](#) at the Alaska Ferry Terminal
- [The Arthritis Foundation's Jingle Bell Run](#) – Saturday Dec. 10th, 2022 - 8:30am –Bellingham
- **Or Look at**
- [Bellingham Whatcom County Tourism Events Calendar](#)
- [Whatcom Volunteer Center](#)

Course Notebook (Extra Credit)

Hospitality and Tourism Management Certificate and Degree Students Only.

Students planning to complete their Hospitality and Tourism Certificate, or Degree have an additional extra credit opportunity. You may turn in a Whatcom Hospitality Program Portfolio that highlights the work they have done in the program. This extra credit is worth **50 additional Course Project points**. In order to receive extra credit, you must turn in a portfolio by **December 9th** that includes the following;

- ✓ A professional and descriptive cover page for the portfolio and a table of contents for the entire portfolio
- ✓ An introductory page for EACH element that describes each element included in the portfolio
- ✓ **At least 3** pieces of your work from EACH Hospitality class you have taken as well as any other pieces of work from other classes you are especially proud of. You should choose those pieces of work that you feel best reflect your hard work and creativity as well as the content of the class.
- ✓ Review questions from BUSAD 179
- ✓ Blog posts from BUSAD 179
- ✓ Course Project from BUSAD 179

Your portfolio should be presented in an appropriate sized binder. Individual plastic sheet protectors are optional.

See Greg for any questions about completing this extra credit portfolio



HTBM 179

Introduction to Hospitality Management

Course Blog

Hospitality Management BLOG participation

One of the activities required is that students participate in writing on a Hospitality Management Blog set up for our class. The Blog can be found at <http://wcchospitalitymgmt.blogspot.com/> **Specific instruction on how to access and make blog posts along with this link** will also be on Canvas.

The purpose of the Blog requirement is; first to have students experience the process of blogging and second to have you think critically about your interactions with hospitality establishments and experiences and write about them. There are 3 primary elements that you might blog about; A Restaurant experience, A Hotel/Motel observation, an Event Experience. The Blog element of your grade is worth 100 (or 8% of your final grade), points and requires that you write 2 Blog Posts (35 points each) and 2 Blog comment or reply to a classmates Blog post (15 points). **All Blog entries must be completed by Friday, Dec. 9th.**

Blogging about a Restaurant you should include the following;

- The Restaurant Name and location (both city and setting “downtown, waterfront, top of a building”)
- The Style of the Restaurant (Fine dining, Café, QSR, Brew Pub) and Food (Italian, Mexican, other)
- A description of the restaurant theme or décor
- What you and/or your friends ordered and what you thought of the meal
- What you loved/liked about your experience

Blogging about a Hotel/Motel observation you should include the following;

- The Hotel/Motel name and location (Both city and setting “ocean front, down town, airport”)
- The Style or level of service – Full Service, Resort, B&B
- A description or narrative of you experience – explain you impressions of the lobby, public areas, staff friendliness.
- What you liked about the facility or experience

Note – for a hotel you may simply visit one of the hotels in Bellingham and observe the lobby and public areas and maybe tour a room if possible and write about that.

Blogging about an Event Experience you should include the following;

- The type of event, the purpose of the event, the day and date of the event and the location of the event.
- What did you do during the event? Attendee? Volunteer? Observer?
- What are your observations? Were people having fun? What seemed to be popular? Not popular?
- What suggestions would you have to organizers to make the event better?

Commenting on a classmate’s post

Please read and comment on your comment may add more details, note agreement with the post (and why). Or may argue with the post. If you choose to argue, you **MUST** keep the argument positive and civil.

If you have any questions about the blog, you may speak with me in class or by email – ghansen@whatcom.edu