

TAH 101 Introduction to Tourism and Hospitality

Tourism & Hospitality Program
College of Management and Human Service
Fall 2024

Instructor Info

Forest Ma

Phone: 207-780-4264

Email: xiao.ma1@maine.edu

Zoom: (For Virtual Office hours)

Office: 306 Masterton Hall, Portland

Hours: by appointment

Course Meetings

Luther Bonney 510, Portland Campus

MW 11am–12:15pm

**Services &
Policies that
Support You**



[Academic Services & Policies](#)¹

Contents

1. Course Information	2
2. Coursework & Grading	3
3. Class Schedule	4
4. Course-Specific Policies	5
5. Academic Services & Policies	7

1. Course Information

1A. Course Description

Tourism & Hospitality is a vast global industry that has major economic, social, and environmental implications. This course explores the many dimensions of this rich topic, examining the reasons why people travel, where they go and what they do, the impact tourism has on various settings, and the types of goods and services provided by the hospitality sector. We will also explore the variety of career paths in this field, including guest speakers from Maine's tourism & hospitality industry who offer insights and advice in hospitality management, marketing, planning, policy, and the creative economy.

¹ <https://mycampus.maine.edu/group/usm/common-syllabus>



1B. Course Materials & Books

Required

- There is NO required books for this course.
- Computer or laptop with a camera is required for online students.
- For Brightspace tech requirements, see the [Academic Services & Policies page](#)².

Supplemental

- Supplemental reading materials will be available via e-Reserves.

1C. Course Format

This is a hyflex course that will be delivered in-person and online simultaneously. You can attend either the in-person or the online session each time. No prior communication is needed for attending in either format. The hybrid modality is designed to provide flexibility to your learning experience.

1D. Course Learning Outcomes

1. Develop a strong general understanding of tourism and hospitality as an industry and as an economic activity that affects individuals, communities, and environments worldwide.
2. Explain how social science theory and methods, including those of anthropology, can inform our understanding of tourism and help tourism planners and policymakers.
3. Develop a working knowledge of various parts of the tourism and hospitality industry, including lodging, food service, events and attractions, transportation, marketing, and policy organizations.
4. Understand the nature of the tourism industry in Maine, including the main assets, key organizations, and the various opportunities and challenges involved.
5. Apply knowledge of the types of careers available to graduates in this field, as well as specific knowledge of some key employers in Maine and New England, to identify a viable career path.
6. Apply knowledge of tourism and hospitality to identify challenges and opportunities in various sectors of the tourism and hospitality industry.

² <https://mycampus.maine.edu/group/usm/common-syllabus#treq>



2. Coursework & Grading

2A. Grade Scale

100-93%	=	A	79-77%	=	C+
92-90%	=	A-	76-73%	=	C
89-87%	=	B+	72-70%	=	C-
86-83%	=	B	69-60%	=	D
82-80%	=	B-	59% or lower	=	F

2B. Course Grade Breakdown

Assessment Name	Value
weekly news *10	75%
Google AI badges*3	15%
AI project report	10%
Total:	100%

2C. Assessment Descriptions & Requirements

Weekly news—there are 10 weekly news posts throughout the semester.

- Use any media to find recent news (within one month) relevant to that week's topic.
- Summarize the news in 100-200 words and add your opinion/comments to the news in 100-200 words.
- You will comment on at least two other posts in 100-200 words each.
- Cite your source properly by using [APA 7th edition](#) formatting guidelines.
- Your comments to others should be detail-oriented and thought-provoking. Responses such as "I agree", and "definitely", are not acceptable. Please make sure you are professionally interacting with each other.

Google AI badges—Complete three badges (all learning content and passing each quiz) on

Beginner: [Introduction to Generative AI Learning](#). These three badges are:

1. Introduction to Gen AI
2. Introduction to Large Language Models
3. Introduction to Responsible AI



Upon completion, upload proof to Brightspace along with a 300-500 reflection paper on how you can use Generative AI responsibly in your academic learning.

AI project and report—This is an individual project. You will spend two weeks in class with me and two faculty from computer science to learn the basics of AI and its application in the hospitality and tourism industry. Then, the two CS faculty will lead two lab sessions to help you learn how to use AI to predict hotel booking patterns/revenue management using existing data and coding. You will submit a report based on the results of the data analysis.

2D. Writing Style & Formatting

Please use [APA 7th edition](#) for any writing components in this course.

3. Class Schedule

*The class schedule is subject to change. Advance notice will be posted.

Week & Date	Topics	Items Due
Week 1 - 9/4	Course overview	Weekly news_1
Week 2 - 9/9 9/11	- Introduction to Tourism & Hospitality Industry - Accommodation	Google AI badges
9/16	End of add/drop	
Week 3 - 9/16 + 9/18	Tourism Industry	Weekly news_2
Week 4 - 9/23 + 9/25	- Introduction to AI - AI application in hospitality and tourism industry	Weekly news_3
Week 5 - 9/30 + 10/2	AI application	AI project report
Week 6 - 10/7 + 10/9	Transportation	N/A
10/14-15	Fall break	
Week 7 -	Food and Beverage	Weekly news_4



10/16(W)		
Week 9 – 10/21 + 10/23	● Attraction and Recreation	● Weekly news_5
Week 10 – 10/28 + 10/30	● Event Management	● Weekly news_6
Week 11 – 11/4 + 11/6	● Travel Service and Distribution	● Weekly news_7
11/11	Veteran day no class	●
Week 12 – 11/13 (W)	● Service Marketing	● Weekly news_8
Week 13 – 11/18 + 11/20	● Tourism and Sustainability	● Weekly news_9
Week 14 – 11/25(M)	● CSR in Hospitality	● N/A
11/27-12/1	Thanksgiving break	
Week 15 – 12/2 + 12/4	● Human Capital in Hospitality	● Weekly news_10
Week 16 – 12/9 + 12/11	● Global Trends	● N/A
12/13	● Last day to submit any late work	

4. Course-Specific Policies

4A. Attendance

You are required to attend all class sessions in-person or online. Please communicate with me via email in advance in case of absence. **You will not pass this course if you have more than 5 unexcused absences or miss more than 10 classes (excused or unexcused), regardless of your grades from assignments and in-class activities.**



4B. Late Work

Please inform me in advance if extra time is needed for assignments/exams for possible full credit. Any late submission will receive 50% of the credit.

4C. Revision Policy

Revision work is eligible for re-grading.

4D. Class Cancellation

Email notifications will be sent in case of class cancellation

4E. Inclement Weather Contingencies

In case of inclement weather, follow the instructions provided by the university. Online or make-up sessions may be available to make up for missed classes.

4F. Personal Device Usage in the Classroom

Please bring your laptop or any other device that may benefit your learning experience to the classroom.

4G. Use of Artificial Intelligence (AI) in Coursework

You may use AI programs, e.g. ChatGPT, to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. 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 (with due consideration for the quality of the reference, which may be poor).

Any plagiarism or other form of cheating will be dealt with severely under relevant USM policies.



4H. Netiquette

Our text-based communication is vital in this course since it is the primary - and possibly only - way we will connect with each other. Please be careful and considerate in all your communications with each other and your instructor. The online medium is poor at conveying tone. Consider what you are saying and remember that your intent might not be inferred by your readers (fellow students and instructors). Take a moment to re-read everything you write: assume that it will be taken in the worst possible light. And extend courtesy to others: assume the most charitable light possible. Both of these steps will make communication easier and far more civil.

5. Academic Services & Policies

Below you'll find information for our most crucial student services and supports. For USM's most complete and current information on services available to students, as well as academic policies, see [The Academic Services & Policies Overview webpage](#).³

- **Request disability accommodations** | (207) 780-4706 | dsc-usm@maine.edu
- **Report Interpersonal violence** | (207) 780-5767 | usm.titleix@maine.edu
- **Report On-Campus Emergencies and Safety Concerns** | (207) 780-5211 or your local police agency.
- **Get academic help** | mycampus.maine.edu/group/usm/learning-commons1
- **Get technology help** | usm.maine.edu/computing/helpdesk
- **Meet with an Advisor** | usm.maine.edu/advising

**Services &
Policies that
Support You**



Scan the QR Code to go to the [Academic Services & Policies webpage](#)⁴

³ <https://mycampus.maine.edu/group/usm/common-syllabus>

⁴ <https://mycampus.maine.edu/group/usm/common-syllabus>