# San José State University

# Department of Hospitality, Tourism and Event Management

# HSPM 111 Customs and Courtesies in Hospitality

**Section 1, 3 units**

**Spring 2019**

## Contact Information

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| Instructor: | Terry Thompson |
| Office Location: | MH 437 |
| Telephone: | TBA |
| Email: | Terry.thompson@sjsu.edu |
| Online Office Hours: | Any |
| Class Days/Time: | Monday and Wednesday 1:30-2:45 |
| Classroom: | Sweeney Hall 120 |
| Prerequisites:  | None |

## Course Description

This course is an exploration of a variety of customs and courtesies that demonstrate the influences of history, traditions, social customs, religious beliefs, language, and other cultural elements on hospitality service etiquette and manners in different cultures and countries.

**GE Learning Outcomes (GELO): Area V**

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

GELO 1: Compare systematically the ideas, values, images, cultural artifacts, economic structures, technological developments, or attitudes of people from more than one culture outside the U.S.

GELO 2: Identify the historical context of ideas and cultural traditions outside the U.S. and how they have influenced American culture.

GELO 3: Explain how a culture outside the U.S. has changed in response to internal and external pressures.

**Course Learning Outcomes (CLO)**

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

CLO 1: Demonstrate cultural differences in terms of traditions, attitudes, values, and beliefs.

CLO 2: Compare cultural differences based on the Hofstede’s cultural dimensions theory.

CLO 3: Explain how the nature of culture is related to hospitality service etiquette and courtesy.

CLO 4: Identify how cultural factors such as history, traditions, social customs, religious beliefs, and language, etc. influence service etiquette and courtesy in different countries.

CLO 5: Describe the proper service etiquette and courtesy in different countries.

## Texts/Readings

Required book:

* Morrison, T. & Conaway, W. A. (2006), “Kiss, Bow, or Shake Hands”, 2nd edition.

[ISBN: 1593373686]

## Library Liaison

Laurie Borchard, Student Success Librarian, Academic Services Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University. E-mail: Laurie.borchard@sjsu.edu. Phone: (408) 808-2083. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

## Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](http://www.sjsu.edu/cfd/Downloads/University%20Policy%20S12-3) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

The [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf), Course Syllabi (http://www.sjsu.edu/senate/docs/S16-9.pdf) requires the following language to be included in the syllabus:

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practical. Other course structures will have equivalent workload expectations as described in the syllabus.”

**Laptops and Cell phones will not be allowed during lecture**. Phones will be off the desk and turned off. Laptops will be closed. Violators will be asked to leave the class.

Note: Work should be completed and turned in by the dates specified in the course schedule. Students are responsible for making sure all the assignments and exams are turned in on time. Unless otherwise stated, all deadlines are at 11:59 PM Pacific Time on the designated day. *Late submissions will not be accepted.*

***Discussion Board***

Each student will be required to answer a variety of discussion questions as we move from one topic to another via Canvas. To answer the discussion questions, you need to study with lecture notes and assigned readings for each topic. In order to receive full credit, each student needs to answer the discussion questions (at least 100 words) and post at least two replies to other students’ posts. If you just say ‘Good job’ or ‘I agree’ in response to other students’ posts, you cannot get points. The discussion questions will be uploaded at the beginning of the week and the link will be available throughout the week.

**Students will compare the ideas, values, and the nature of culture influencing hospitality service etiquette and courtesy from different culture outside the U.S**. based on lessons learned from readings (academic journal articles, news articles, magazines, etc.), personal experiences as a customer or an employee in the hospitality industry, trends and other current cultural events that made an impact on your view or understanding of cultural differences in terms of service manners/etiquettes.

***Quizzes. TBA***

A total of twelve online quizzes will be given. Each quiz has 10 questions (1 point each). No make-up quizzes will be given.

***Mid-term and Final Examinations***

Exams will test your knowledge and understanding of material covered in class and in your readings. Each exam will consist of any combination of multiple choice, true/false, fill in the blanks, and short answer questions. Dates for exams are set and students are responsible for planning to take exams on the dates specified in this syllabus. No make-up exams will be given.

***Term papers TBA***

Students will submit two term papers this semester.

**Mid Term paper # 1: Fieldwork on dining etiquettes/manners and service styles**

GELO 2: Identify the historical context of ideas and cultural traditions outside the U.S. and how they have influenced American culture.

Students will discuss other countries’ dining etiquettes and service styles different from those of American culture. In the paper, you should include following:

* Choose one country (culture) and explain the historical context of ideas where their dining etiquettes and service styles developed and cultural traditions based on information/knowledge acquired in class and other resources.
* Compare their traditional dining etiquettes and service styles to those of American culture.
* Explain how their dining etiquettes and service styles are practiced at a restaurant in the U.S. and identify how their traditional etiquettes and service styles have changed in the U.S. and influenced American dining culture.

You are encouraged to visit an ethnic restaurant and observe the actual dining etiquettes and service styles practiced at the restaurant in the U.S. Also, you can interview a restaurant manger/owner or people from a particular country (culture) to discuss their traditional dining etiquettes and service styles and how their cultural traditions have influenced American dining culture.

**Term paper #2: Research on the wedding ceremony of different cultures**

GELO 3: Explain how a culture outside the U.S. has changed in response to internal and external pressures.

Students will do a research on the traditional wedding ceremony of other cultures outside U.S. and discuss how the original cultural traditions of wedding ceremony have changed in response to internal and external pressures. In the paper, you should include following:

* Choose one country (culture) and explain their original cultural traditions of wedding ceremony in terms of wedding ceremony procedure, foods, costumes, gifts, guests, and days, etc.
* Discuss the country’s current wedding trends and identify the internal influences and external influences changing the traditional wedding culture. Explain internal influences and external influences.

The term papers should be posted on Canvas by the specified date. Each term paper should be at least 1000 words (excluding references and appendix). Everything should be word-processed, double-spaced, Times New Roman font 12 with 1” margins. References used must be cited and listed using the appropriate APA format. For quick reference, I suggest <http://www.apastyle.org/learn/faqs/index.aspx>

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| Assignments | Points | CLOs |
| 1. Discussion board
 | 70 pts (14 discussions for 5 points each) | CLOs 1,2,3,4,5 |
| 1. Learning Journals
 | 60 pts (4 journals for 15 points each) | CLOs 1,2,5 |
| 1. Quizzes
 | 60 pts (12 quizzes for 5 points each) | CLOs 1,2,3,4,5 |
| 1. Midterm Exam
 | 30 points | CLOs 1,2,3,4,5 |
| 1. Final Exam
 | 30 points  | CLOs 1,2,3,4,5 |
| 1. Term paper #1
 | 30 points | CLOs 3,4,5 |
| 1. Term paper #2
 | 30 points | CLOs  |
| Total |  310 points |  |

[University policy F69-24](http://www.sjsu.edu/senate/docs/F69-24.pdf) at http://www.sjsu.edu/senate/docs/F69-24.pdf states, “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

## Grading Policy

Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See [University Policy F13-1](http://www.sjsu.edu/senate/docs/F13-1.pdf) at http://www.sjsu.edu/senate/docs/F13-1.pdf for more details.

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|  A plus = 100% to 97% | A = 96% to 93% |  A minus = 92% to 90% |
| B plus = 89% to 87% | B = 86% to 83% | B minus = 82% to 80% |
| C plus = 79% to 77% | C = 76% to 73% | C minus = 72% to 70% |
| D plus = 69% to 67% | D = 66% to 63% | D minus = 62% to 60% |
| F = 59% to 0% Unsatisfactory |  |  |

## University Policies

The instructor reserves the right to revise this tentative schedule in order to enhance the achievement of learning objectives. Any revision will be announced via CANVAS and e-mail. It is the student’s responsibility to be aware of all readings, discussions, quizzes/exam, assignments/project, and changes in course requirements.

# HSPM 111 Culture and Courtesy

**Spring 2019 Course Schedule**

# The instructor reserves the right to revise this tentative schedule with fair advanced notice in order to enhance the achievement of learning objectives. Any revision will be announced through e-mail. It is the student’s responsibility to be aware of all discussions, assignments, and changes in course requirements.

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| **Topics / Readings** | **Assignments**  |
| **WEEK 1**  |
| Hofstede’s cultural dimensions theory 1Article: Hofstede, G (1983). National Cultures in Four Dimensions: A Research-Based Theory of Cultural Differences among Nations, International Studies of Management & Organization, 13(1/2), 46-74.  | * Discussion Board 1
 |
| **WEEK 2** |
| Hofstede’s cultural dimensions theory 2Article: Hofstede, G., Neujien, B Ohayv, D. D., & Sanders, G (1990). Measuring Organizational Cultures: A Qualitative and Quantitative Study Across Twenty Cases, Administrative Science Quarterly, 35 (2), 286-316.  | * Discussion Board 2
* Quiz 1
 |
| **WEEK 3**  |
| Service etiquette and courtesy: North America Textbook Pages 71-79, 544-554 | * Discussion Board 3
 |
| **WEEK 4**  |
| Service etiquette and courtesy: Central America Textbook Pages 46-53, 113-120, 197-204, 205-212 | * Discussion Board 4
* Quiz 2
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| **WEEK 5**  |
| Service etiquette and courtesy: South America Textbook Pages 1-9, 63-70, 80-88, 371-378, 563-570 | * Discussion Board 5
* Quiz 3
* Journal 1
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| **WEEK 6**  |
| Service etiquette and courtesy: Northern EuropeTextbook Pages 131-139, 159-167, 340-348, 477-485, 534-543 | * Discussion Board 6
* Quiz 4
 |
| **WEEK 7**  |
| Service etiquette and courtesy: Southern EuropeTextbook Pages 168-176, 189-196, 267-275, 469-476 | * Discussion Board 7
* Quiz 5
* Term paper #1
 |
| **WEEK 8** |
| Service etiquette and courtesy: Other European countriesTextbook Pages 121-130, 177-188, 213-221, 415-425, 486-494,  | * Discussion Board 8
* Quiz 6
* Journal 2
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| **WEEK 9: Midterm Exam** |
| **WEEK 10** |
| Service etiquette and courtesy: East AsiaTextbook Pages 89-103, 276-287, 457-468 | * Discussion Board 9
* Quiz 7
 |
| **WEEK 11** |
| Service etiquette and courtesy: Southeast AsiaTextbook Pages 299-212, 379-389, 506-513, 571-579 | * Discussion Board 10
* Quiz 8
 |
| **WEEK 12** |
| Service etiquette and courtesy: South AsiaTextbook Pages 222-232, 349-356 | * Discussion Board 11
* Quiz 9
* Journal 3
 |
| **WEEK 13** |
| Service etiquette and courtesy: Middle EastTextbook Pages 148-158, 256-266, 426-436, 514-524 | * Discussion Board 12
* Quiz 10
 |
| **WEEK 14** |
| Service etiquette and courtesy: OceaniaTextbook Pages 19-27, 332-339 | * Discussion Board 13
* Quiz 11
 |
| **WEEK 15** |
| Service etiquette and courtesy: AfricaTextbook Pages 448-456 | * Discussion Board 14
* Quiz 12
* Journal 4
* Term paper #2
 |
| **Final Exam** |