

San José State University
HSPM 101
Multiculturalism in Hospitality and Tourism

Spring 2015

Course and Contact Information

Instructor:	Shirindokht Nourmanesh
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Office Hours:	Tuesdays—Thursdays 10:30 – 11:30 A.M.
Class Days/Time:	Tuesdays & Thursdays 12:00 – 01:15 P.M.
Classroom:	Clark Bldg. 324
Prerequisites:	Upper division status

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at <http://www.sjsu.edu/people/shirindokht.nourmanesh>. You are responsible for regularly checking with the messaging system through MySJSU to learn any updates.

Course Description

Multicultural/international issues in the hospitality industry; historical, socioeconomic, cultural and linguistic variables presented in relationship to these issues. Prerequisite: Upper division status.

Learning Outcomes and Course Goals

Upon completion of this course, students should be able to:

1. Understand the meaning of hospitality in different cultures;
2. Describe the demographic trends and how the workplace is changing;
3. Identify multicultural issues in hospitality management;
4. Demonstrate cross cultural communication skills;
5. Understand cross cultural cosmologies;
6. Describe the issues and challenges of overseas assignments;
7. Demonstrate skills in planning and conducting a multicultural training program.

Required Texts/Readings

Required Textbook

Gundling, E. and Zanchettin, A. (2007). *Global Diversity: Winning Customers and Engaging Employees within World Markets*. London: Nicholas Brealey Publishing. ISBN: 978-1904838098. Available at SJSU bookstore.

Recommended Text

Morrison, T. and Conaway, W.A. (2006). *Kiss, Bow, or Shake Hands: The Bestselling Guide to Doing Business in More Than 60 Countries*. Adams Media Corporation. Book website: www.kissboworshakehands.com. Available on Amazon.

Library Liaison

Christina Mune, Reference and Instruction Librarian, Liaison for Hospitality, Recreation & Tourism Management

Dr. Martin Luther King Jr. Library, office #4034

Phone: 408-808-2046

E-mail: christina.mune@sjsu.edu

Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>

The Liaison Librarian provides guidance on locating primary references, journals and government documents related to health education and recreation. Ms. Mune also provides orientation to the many culture-related resources within the MLK Library.

Course Requirements, Assignments, and Grading Policy

Grading Scheme

Assignment	Points	Points earned
A. Participation + pop quizzes	20	
B. Cultural knowledge and Etiquette report:	20	
C. International grocery shopping paper	15	

D. Mid-term exams and planned quizzes	20	
E. Letter to future student:	5	
F. International Potluck and Cookbook:	5	
G. Final examination	15	
Total	100	

Explanation of Assignments

A. Participation

Participation in this course is expected. To receive maximum benefit from this course, you are expected to attend all classes, come prepared, and actively participate in the discussion. Late arrival and early departure are marks of disrespect, unprofessional, and interrupt class. Please be on time. Evaluation of participation will be based on pop quizzes to reward those who are punctual and in attendance, participation in class discussions and exercises, completion of reading assignments, review questions, discussion questions, and homework.

B. Cultural knowledge and Etiquette presentation:

As groups, students will educate the class about the culture and business etiquette in an assigned country. Students will cover at least 15 elements of cultural knowledge and relevant business etiquette. If we found ourselves doing business in country _____, what would we need to know to be successful? The following elements must be included: greetings, personal space, religious influences and implications on the culture, gift giving practices, how they manage time, gender roles and courtesies in a business setting, preferred and to be avoided topics of conversation, preferred indoor and outdoor recreation, tipping, and the role and preferred items for gift giving in a business setting. The other elements included are your choice.

Presentations will be 30 minutes in length with an additional 10 minutes for questions. Presentations should be memorable as all the information is testable for the class. Please use creativity in delivery to help us all learn. This might include educational use of skits, maps, pictures, film clips, etc.

Presenters will furnish a one-page handout to all the students and the teacher that contains all testable and important information. The handout can be sent via e-mail to the whole class. It should be informative, as it will act as an exam study guide.

Begin research now and remember to dress professionally during your presentation, present creatively and keep your focus on what Recreation, Hospitality and Tourism professionals would want to know about culture and etiquette for a business encounter.

C. International Grocery Shopping Experience

The objective of this assignment is to experience foods in different cultures. You are requested to visit at least three grocery stores and/or supermarkets of different cultures and compare them to the American supermarkets, i.e., Safeway, Albertson's, Whole Foods, etc. You are expected to venture out and try a variety of new-to-you stores e.g., European, Arab, Pakistani, Iranian, Indian, Chinese, Vietnamese, Korean, Japanese, etc.

You will follow up the visits with a two-page paper that covers the following and anything else relevant you wish to share.

Discuss your experience from a cultural perspective. Things to watch and compare: the customers—who are they? What do they buy? How do they buy? What products and produces do these stores carry, for example, meats (chicken, pork, beef, lamb, etc.), seafood, vegetables, fruits, spices, etc.? How are they presented? How do they prepare them?

Engage with customers and staff and respectfully ask questions to learn more. Ask at least three questions and report on what you learned. Conclude with what was most fascinating to you about this experience and what you learned about the culture as well as what you learned about yourself.

D. Mid-term examinations and planned quizzes

The format may be true/false, multiple choice, short answer, or essay. The instructor will not administer make-up quizzes or examinations unless there is an acceptable excuse. If you know that you will not be able to take an exam during its scheduled time, please inform the instructor and make appropriate arrangements beforehand.

E. Letter to future student:

At the end of the course, you will write a letter to incoming HRTM101 student explaining the focus of the course, what you got from it personally, something about your favorite assignments, a brief description of the teachers style of class leadership, how best to prepare for the structure of the course and more. This should be a two-page typed letter. Make sure to sign your letter in blue ink. This is a graded document so write professionally.

F. International Potluck and Cookbook:

As a class we will create an International Potluck and Cookbook.

You are responsible to make a page that includes your name, a cultural recipe with clear photo(s), and a paragraph historic/cultural description of the recipe. Yours should be creative and clear while following your instructor's sample for consistency in the cookbook.

Remember you will cook this dish for our end of the semester potluck. So, start doing research and practice cooking it soon.

The Potluck will take place over the last two class days so we can actually taste and learn from each student's contribution.

G. Final examination

A final examination will be given on the scheduled day.

H. Extra credit opportunities (4 extra points)

Option 1:

Discover and attend one educational event relevant to the content of this course. Your choice of event must be pre-approved by the professor. After attending, type up a one page summary of the event, including relative facts, key points learned as well as your personal reaction to it. It must be turned in one week after attending the event and you may be asked to speak about it to the class.

Option 2:

Perform a ceremony from your culture. This can be a tea ceremony, a ritual, dance, etc. Your choice needs to be approved by the professor. You will be granted up to 20 minutes to perform. For this option, you also need to submit a one page summary of the ceremony, its historic background and cultural significance.

Grading Criteria and protocol for late assignments:

All papers/assignments are due on Canvas on the date indicated in the course calendar or as otherwise indicated by the instructor. Any late assignments that are accepted by the instructor will be graded down as follows:

- 10% off the points for every calendar day including weekend days. This begins after class on the day it is due.
- No papers will be accepted via e-mail or after one week.

Final total percentage range and letter grade:

96 – 100	A+
93 – 95	A
90 – 92	A-
86 – 89	B+
83 – 85	B
80 – 82	B-
76 – 79	C+
73 – 75	C
70 – 72	C-
66 – 69	D+
63 – 65	D
60 – 62	D-
59 and below	F

Grading Rubric for Writing Assignments

Letter Grade	Description
A--Excellent	Exceeds all criteria of the assignment. Work makes unique, innovative, creative, and critical interpretations and contributions.
B--Above Average	Fulfills the criteria of the assignment with above average effort. Work demonstrates accurate interpretation of both basic and complex information and concepts. Student shows modest capacity for independent thought, problem-solving, and/or synthesis.
C--Average	Fulfills the basic criteria of the assignment. Work demonstrates average knowledge and application of information and concepts leaving most ideas undeveloped or unsupported.
D--Below	Does not meet the basic criteria of the assignment. Work demonstrates incomplete/weak knowledge and lack of an ability to apply basic information and concepts.

Classroom Protocol

Policies outlined in the University Catalog shall be enforced as defined. Further, instructor policies identified in this syllabus shall be the governing structure for this course and shall be enforced as defined. Plagiarism and cheating on examinations will be penalized to the fullest extent of University regulations. Students are encouraged to take the plagiarism tutorial offered by the King Library,

<http://tutorials.sjlibrary.org/plagiarism/index.htm>.

Please read the SJSU Academic Integrity Policy S04-12 at <http://www2.sjsu.edu/senate/S04-12.pdf>.

E-mail Announcements

The instructor will use e-mail to make course-related announcements. It is the student's responsibility to make sure the SJSU system has the correct e-mail address and to read e-mail regularly.

Behavior during class period should reflect professional courtesy. Please refrain from any unnecessary talking, deactivate any pagers and/or cell phones, conducting business not related to the course, and snoozing.

Assignments turned in after the due date without prior approval will not be acceptable. Assignments must be typed and follow a consistent style (a word processor software program is recommended).

Professional "quality" for each of the assignments is the standard. A deduction in grading will occur for sloppiness, grammatical, spelling, or typographical errors, or lack of proper APA format.

Make-up exams will not be given. Students with scheduling difficulties must make arrangements with the instructor prior to the exam.

Classroom conduct and expectations:

Professional attitudes and behaviors are expected in class. It is what is good for everyone involved. We all have a great deal to learn, and we can do so in a cooperative, kind, supportive, non-threatening environment. You can help to make this an enjoyable course to take if you work with the rest of us to build the spirit of community. If you tend to be quiet in classes, speak up. If you tend to talk a lot, do so but encourage others' involvement as well. Continual class disruption will not be tolerated and a student may be referred to the Office of Student Conduct and Ethical Development.

1. Personal concerns or learning disabilities need to be taken care of as early as possible (within the first two weeks of class). Be proactive and not reactive. Students can discuss personal needs privately during my office hours.
2. If you are willing to volunteer as a note-taker for a classmate with a disability, please advise me.
3. Just as one would do in the workplace, if you are unable to attend class, please e-mail me to inform me prior to class. Remember class participation and in-class assignments are key to your success in this course. You are expected to attend on time daily. If that will be a problem, please choose another course.
4. E-mail etiquette: I generally respond very quickly to emails. If I do not respond in two days, please send it again. Keep the emails short and specific. Remember this is a college course, so please practice e-mail etiquette writing professionally and respectfully, checking for clarity, spelling and grammar. Please note that I teach over 100 students per semester so keeping on track of information and staying on top of due dates is your responsibility. Poor planning may cause undesirable consequences.
5. I do not give grades out via e-mail or ahead of report card time.
6. Cell phones: Cell phones are to be turned off during class. If it rings or you are texting or glancing at your phone during class, you will be asked to leave and you will lose participation points for the day and more disciplinary action may be taken. To be safe, unplug. If you are

expecting an urgent call, inform me first, set it to vibrate, sit by the door and exit when it comes through.

7. Computer Use and Homework: You may not use laptops and tablets in class except for class related activities. These include activities such as taking notes on the lecture underway or following a lecture on a web based power-point slides under faculty direction. You are not to use the computer in another way unless asked to do so by the professor.
8. Late arrival in class is a mark of disrespect, is unprofessional, and interrupts class; please be on time so that you get participation points!
9. You are responsible to learn about the content of classes missed. Pay attention to assignments and due dates on the course calendar. They occasionally change and it is your responsibility to find that out. We will discuss most assignment at the start of each class. Please be prepared to ask for specifics or come visit me during office hours.
10. Many share this classroom so we always leave it better than when we found. Always check to straighten chairs, clean up papers etc.
11. Don't forget to bring your best self to class, to have some fun, to smile and learn from others.
12. Conferences are during office hours or by appointment to discuss assignments and writing problems. These conferences are not a substitute for class attendance.
13. Due dates are on the syllabus so be aware of them please. While late assignments will be accepted for some days after the due date, consider the following reasons for submitting assignments on time:
 - a. An assignment that is late, for whatever reason, is ineligible to receive full points.
 - b. The instructor has scheduled her time so as to be able to respond to each assignment set with careful consideration and detailed comments; she will not be able to give that thorough attention to late assignments.
14. The instructor will use Canvas e-mail to make occasional course-related announcements. It is the student's responsibility to make sure the my-SJSU system has the correct e-mail address and to read e-mail regularly.

University Policies

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at http://www.sjsu.edu/provost/services/academic_calendars/. The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

Consent for Recording of Class and Public Sharing of Instructor Material

[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course.

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](http://www.sjsu.edu/senate/docs/S07-2.pdf) at <http://www.sjsu.edu/senate/docs/S07-2.pdf> requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center](http://www.sjsu.edu/aec) (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the [Academic Success Center](http://www.sjsu.edu/at/asc/) at <http://www.sjsu.edu/at/asc/> located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

SJSU Peer Connections

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study

and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit [Peer Connections website](http://peerconnections.sjsu.edu) at <http://peerconnections.sjsu.edu> for more information.

SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the [Writing Center website](http://www.sjsu.edu/writingcenter) at <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook.



(Note: You need to have a QR Reader to scan this code.)

SJSU Counseling Services (Optional)

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling Services website](http://www.sjsu.edu/counseling) at <http://www.sjsu.edu/counseling>.