

San José State University
Department of Hospitality Management.
HRTM 101 - Multicultural & International Issues in Hospitality, Fall 2013

Instructor: Tsu-Hong Yen, Ph.D.

Office Location: Spx 49

Telephone: (408) 924-3292

Email: Tsu-hong.yen@sjsu.edu

Office Hours: Tuesday and Thursday, 10 am to 2 pm

Class Days/Time: Monday and Wednesday, 9 am to 10:15 am

Classroom: CL 222

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.

Course Goals and Student Learning Objectives

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. describe the issues and challenges of overseas assignments;
6. demonstrate skills in planning and conducting a multicultural training program.

Required Texts/Readings

Textbook

Clarke, A. & Chen, W. (2007). International Hospitality Management, Concepts and Cases. New York, NY: Elsevier. ISBN: 978 0 7506 6675 6

Recommended Book

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 www.amazon.com.

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 at www.amazon.com.

Internet Resources

Conde Nast Traveler:, November
2008: <http://www.concierge.com/cntraveler/articles/500080?pageNumber=1>.
Google Earth.
Skype.com.
Executiveplanet.com.
CIA.gov—The World Factbook.
National Geographic, www.nationalgeographic.com.
www.traveldailynews.com.
and others as assigned.

Other Readings

Available on Canvas

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 provide the instructor with correct e-mail address and to read e-mail regularly. Please specify the e-mail account you will use in the e-mail. Due to the current computer virus threats, when sending an e-mail to the instructor, please type your name and course number in the SUBJECT field. The instructor will not read any unidentifiable e-mail.

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

Positive Suggestions

Please make a sincere attempt to arrive on time for each class. If there is a class prior to this one that requires that you be late, please see the instructor one week in advance about this problem. It is difficult to educate fellow classmates with constant interruptions at the door. Participate in class discussions. Hand in your best work. Ask questions. Make an appointment if you are having any problems. Be proud of your accomplishments. Do the readings weekly. Take charge of your education and strengthen your knowledge. It can only payoff.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. Information on add/drops are available at <http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-298.html>. Information about late drop is available at <http://www.sjsu.edu/sac/advising/latedrops/policy/>. Students should be aware of the current deadlines and penalties for adding and dropping classes.

Assignments and Grading Policy

Grading Scheme

Assignment	Points	Point earned
A. Participation	20	
B. Quizzes	10	
C. International grocery shopping paper	15	
D. Term project	20	
E. Mid-term examination	15	
F. Final examination	20	
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 in class are marks of disrespect, unprofessional, and interrupt class. Please be on time. Evaluation of participation will be based on participation in class discussions and exercises, completion of reading assignments, review questions, discussion questions, and homework.

C. International Grocery Shopping Experience, 1,000 words

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. Please try a variety of stores or supermarkets, e.g., European, Middle Eastern, Indian, Chinese, Vietnamese, Korean, Japanese, etc. 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 do they prepare them? What is your experience? What do you learn?

D. Term project

Students in group will conduct research on a selected topic. A written report and presentation will be due at the end of this semester. Detail information will be discussed in class.

E. Mid-term examination

The format may be true/false, multiple choice, short answer, or essay. The instructor will not administer make-up 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 arrangement.

F. Final examination

A comprehensive final examination will be given on the scheduled day.

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.

Library Liaison:

Christina Mune

Dr. Martin Luther King, Jr. Library

San Jose State University

Phone: 408-808-2046

Email: Christina.Mune@sjsu.edu, Website: <http://library.sjsu.edu/>

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

University Policies

Academic integrity

Students should know that the University's [Academic Integrity Policy is available at http://www.sa.sjsu.edu/download/judicial_affairs/Academic Integrity Policy S07-2.pdf](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf). Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require 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 website for [Student Conduct and Ethical Development is available at http://www.sa.sjsu.edu/judicial_affairs/index.html](http://www.sa.sjsu.edu/judicial_affairs/index.html).

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

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 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and 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 digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The LARC website is located at <http://www.sjsu.edu/larc/>.

SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/about/staff/>.

HRTM 101 Multicultural Community and Global Issues

Fall 2013

Course Schedule

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

Week	Date	Topic
1	8/21	Course Introduction

2	8/26	Philippe Legrain (2003) Cultural Globalization is not Americanization. Conde Nast Traveler: Etiquette 101: What the World Thinks About Us, November 2008 http://www.concierge.com/cntraveler/articles/500080?pageNumber=1
	8/28	Hospitality, Travel, and Tourism: What do we export to the world? What do we import from the world?
3	9/2	Labor Day, No class
	9/4	Ch. 1 Introduction to International Hospitality Management Conrad Lashley (2000) In Search of Hospitality
4	9/9	Guest and host relationship around the world. How do they interact with each other? The meaning of Hospitality. Internationalization vs globalization
	9/11	Ch. 2 Cultures and the Challenges of International Hospitality Management
5	9/16	Tipping around the world.
	9/18	Geert Hofstede's world work place culture studies www.geert-hofstede.com/ Mooij (2003) Convergence and divergence in consumer behavior
6	9/23	Ch. 3 The International Hospitality Industry Maslow's need hierarchy in advertising slogans
	9/25	Grocery shopping experience paper due
7	9/30	Ch. 4 Exploring the International Environment PEST analysis International currency exchange rates
	10/2	Case: McDonald's—Use the PEST analysis to analyze McDonald's in

		different countries.
8	10/7	Ch. 5 International Marketing The concept of market segmentation.
	10/9	Case: Best Western
9	10/14	Mid-Term Examination
	10/16	Ch. 6 International Hospitality Market Entry
10	10/21	International franchise Case: Marriott International
	10/23	Ch. 7 Strategic Planning and International Hospitality Enterprises
11	10/28	Case: EasyGroup, www.easy.com Use the five forces analysis to analyze low fare, low cost airlines.
	10/30	Ch. 8 International Human Resources Management: Managing Diversity How to find a job in another country? What are the recruiting and selection process? What are the pay and benefits programs?
12	11/4	The expatriate.
	11/6	Global population Managing cultural diversity
13	11/11	Veteran's Day, No class
	11/13	Ch. 9 Entrepreneurship and SMEs in the Global Market
14	11/18	Ch. 10 Managing Social Responsibility in International Hospitality Social responsibility of Cirque du Soleil
	11/20	The global gambling trend
15	11/25	Ch. 11 The Analysis of International Hospitality Management Case: Disney's new adventures in Hong Kong and Shanghai
	11/27	Thanksgiving, No class

16	12/2	Project presentation
	12/4	Project presentation
17	12/9	Course review