

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

Instructor:	Terry Thompson
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Online Office Hours:	Any
Class Days/Time:	Tuesday-Thursday 12:00-1:15
Classroom:	BBC 225
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

[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/senate/docs/S12-3.pdf) 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.*

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. Quizzes for credit will be posted on Canvas by due date.

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.

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Term papers TBA

Students will submit two term papers this semester.

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>

Assignments	Points	CLOs
		CLOs 1,2,3,4,5
		CLOs 1,2,5
	60 pts	
C. Quizzes	(12 quizzes for 5 points each)	CLOs 1,2,3,4,5
D. Midterm Exam	30 points	CLOs 1,2,3,4,5
E. Final Exam	30 points/Potluck	CLOs 1,2,3,4,5
F. Term paper #1	100 points	CLOs 3,4,5
G. Term paper #2	100 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.

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 2020 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.

Topics / Readings	Assignments
WEEK 1	
Kiss, Bow or Shake Hands	· Discussion Board 1
WEEK 2	
	· Discussion Board 2, quiz silk road
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WEEK 3	
	· Quiz Italy
WEEK 4	
	· Discussion Board 4
	· Quiz 2
WEEK 5	
	· Discussion Board 5
	· Quiz 3 on Spain
	· start presentations on Origins assignment
WEEK 6	
Service etiquette and courtesy: Northern Europe	· Vietnam presentation

Textbook Pages 131-139, 159-167, 340-348, 477-485, 534-543 · Quiz 4 Vietnam

WEEK 7

Service etiquette and courtesy: Southern Europe · Discussion Board 7

Textbook Pages 168-176, 189-196, 267-275, 469-476 · Quiz 5
· Term paper #1

WEEK 8

Service etiquette and courtesy: Other European countries · Discussion Board 8
· Quiz 6

Textbook Pages 121-130, 177-188, 213-221, 415-425, 486-494, · Journal 2

WEEK 9: Midterm Exam

WEEK 10

Service etiquette and courtesy: East Asia · Discussion Board 9

Textbook Pages 89-103, 276-287, 457-468 · Quiz 7

WEEK 11

Service etiquette and courtesy: Southeast Asia · Discussion Board 10

Textbook Pages 299-312, 379-389, 506-513, 571-579 · Quiz 8

WEEK 12

Service etiquette and courtesy: South Asia · Discussion Board 11

Textbook Pages 222-232, 349-356 · Quiz 9
· Journal 3

WEEK 13

Service etiquette and courtesy: Middle East · Discussion Board 12

Textbook Pages 148-158, 256-266, 426-436, 514-524 · Quiz 10

WEEK 14

Service etiquette and courtesy: Oceania

Textbook Pages 19-27, 332-339

· Discussion Board 13

· Quiz 11

WEEK 15

Service etiquette and courtesy: Africa

Textbook Pages 448-456

· Discussion Board 14

· Quiz 12

· Journal 4

· Term paper #2

Final Exam