



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



**Catholic University of the Sacred Heart - Milan
Franklin University Switzerland - Lugano
Forum-Nexus Program
Undergraduate Division**

Course Syllabus

**HSPM 495-SIS
Hospitality Management in Europe**

Course Description

Hospitality and tourism have important social, economic, and environmental influences on many European cities. Skills in management, and specifically hospitality management, are vital to the success of any associate in the industry.

This Supervised Independent Study (SIS) course will guide students through the basic principles of hospitality management and an in-depth look at the European lodging, food service, and tourism industries, while providing the opportunity for an independent exploration of the subject.

Learning Objectives

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

1. Develop an understanding of the growth and change of the hospitality industry worldwide, and in particular in Europe
2. Become familiarized with the characteristics of the following industries, with a particular emphasis on Europe
 - a. The food service industry
 - b. The lodging industry
 - c. The tourism industry
 - d. The event management industry
3. Identify best practices in hospitality management
4. Describe the characteristics of the hospitality and tourism industry in three specific European countries:
 - a. Italy
 - b. France
 - c. The Netherlands
 - d. Greece
5. Draw conclusions about how tourism affects European cities and citizens
6. Identify future challenges and opportunities facing the hospitality and tourism industry in Europe

Course Requirements

This course requires independent research, organization, and academic discipline. Students are expected to complete the required and additional readings in pace with their assignments and the course outline. Each student is required to participate in a minimum of three professional visits and eight independent cultural visits (ICVs). Students are expected to meet with their SIS Coordinator regularly throughout the course for consultation and assistance. Please note that your SIS Coordinator may ask you to attend a regularly-scheduled class when that material is relevant. Grading will consist of four essay assignments, a midterm, an oral presentation, and a final, handwritten exam.

Participation in "Europe Today: An International IQ Seminar"

All students also attend **Europe Today: An International IQ Seminar**, a daily session with occasional distinguished guest lectures. In this seminar, students learn about the culture of each country, gain an understanding of essential European geography and current events, discuss their experiences and cross-cultural interactions, get language tips, and identify ways to have an even more immersive study abroad experience. The material covered in the seminar complements the syllabus for this course, and there will be some exam questions based on the seminar. Knowledge from and participation in the International IQ Seminar is factored into the grade for this course.

Assignments and Grading:

Essays

After completing the reading assignment for the unit, students are expected to write 900-1300 word essays responding fully to the prompts listed below. Students are expected to make explicit reference to the readings and to cite their references properly (Chicago footnotes style). An essay should have an introduction and conclusion.

Essay #1 (minimum length: 1,000 words)

- What is hospitality, and what are the characteristics and components of the hospitality industry?
- How are hospitality and tourism related?
- What in particular is unique about the hospitality industry in Europe?

Essay #2 (minimum length: 1,000 words)

- Analyze the following with respect to Italy
 - Evolution of the hospitality industry
 - Cultural characteristics of hospitality management
 - Hotel management
 - Restaurant management
 - Travel and tourism
 - The future of the hospitality industry

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in Italy

Essay #3 (minimum length: 1,000 words)

- Analyze the following with respect to France:
 - Evolution of the hospitality industry
 - Cultural characteristics of hospitality management
 - Hotel management
 - Restaurant management

- Travel and tourism
- The future of the hospitality industry

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in France.

Essay #4 (minimum length: 1,000 words)

- Analyze the following with respect to the Netherlands:
 - Evolution of the hospitality industry
 - Cultural characteristics of hospitality management
 - Hotel management
 - Restaurant management
 - Travel and tourism
 - The future of the hospitality industry

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in the Netherlands

Presentation

Deliver a 10-minute PowerPoint presentation summarizing the main findings of your independent study. You should reflect not just on the material from the essays, but also from all the assigned readings. Presentations are expected to be synthetic, and placing all the knowledge learned in context. After your presentation, the professor will ask questions to assess your knowledge.

Midterm & Final Exams

The midterm and final exams will assess your overall progress throughout the study abroad semester. You will be asked not only to demonstrate knowledge based on the readings, but also to make connections between the various course units and reflect holistically on the knowledge you have gained in this independent study.

Required Reading

Introduction to Hospitality Management

by Dennis Reynolds et al.

Wiley, 2021

(Kindle Edition recommended)

Additional Readings

Identify 5-10 additional readings (online or printed text) to complement your independent study of hospitality management in Europe.

Course Outline

Module 1: Introducing Hospitality and Lodging

- Hospitality
- The Hotel Business
- Rooms Division
- Food and Beverage

Module 2: Beverages, Restaurants, and Managed Services

- Beverages
- The Restaurant Business
- Restaurant Management
- Managed Services

Module 3: Hospitality management in Italy

- Evolution of the hospitality industry
- Cultural characteristics of hospitality management
- Hotel management
- Restaurant management
- Travel and tourism
- The future of the hospitality industry

Module 4: Tourism, Recreation, Attractions, Clubs, and Gaming

- Tourism
- Recreation, Attractions, and Clubs
- Gaming Entertainment

Module 5: Hospitality management in France

- Evolution of the hospitality industry
- Cultural characteristics of hospitality management
- Hotel management
- Restaurant management
- Travel and tourism
- The future of the hospitality industry

Module 6: Hospitality management in the Netherlands

- Evolution of the hospitality industry
- Cultural characteristics of hospitality management
- Hotel management
- Restaurant management
- Travel and tourism
- The future of the hospitality industry

Module 7: Assemblies, Events, Attractions, Leadership, and Management

- Meetings, Conventions, and Expositions
- Special Events
- Leadership and Management

Module 8: Managerial Areas of the Hospitality Industry

- Planning
- Organizing
- Communication and Decision Making
- Control

Module 9: Challenges in the Hospitality Industry: AirBNB, Climate Change, Environmental Risks of Mass-Tourism

- Understand why AirBNB's model is creating stresses in European society and what European governments are doing about it
- Grasping with how climate change affects the hospitality industry
- Detail the Environmental risks associated with Mass-Tourism and how governments and the hospitality industry balance the attractiveness of natural beauty with desire to protect them
- Strategies for the hospitality industry to adapt to geopolitical upheaval

Components of Final Grade

Essay #1	10%
Essay #2	10%
Essay #3	10%
Essay #4	10%
Midterm Exam	20%
Final Exam	20%
Final Presentation	20%

Grading Scale

93-100 %	A
90-92.9 %	A-
87-89.9 %	B+
83-86.9 %	B
80-82.9 %	B-
77-79.9 %	C+
73-76.9 %	C
70-72.9%	C-
67-69.9 %	D+
63-66.9 %	D
60-62.9 %	D-
Below 60 %	F

Academic Integrity

Franklin University Switzerland, and Università Cattolica del Sacro Cuore place a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.

AI Policy

The use of generative AI tools (e.g. ChatGPT, Dall-e, Grammarly, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your creative ideas for specific writing assignments;
- Finding information on relevant topics related to the course;
- Checking spelling on your writing assignments and presentations.

The use of generative AI tools is not permitted in this course for the following activities:

7. Generating a draft of your writing assignments and final presentation.
8. Writing entire sentences, paragraphs or responses to complete class assignments.

In sum, any content that you hand in must not be generated by AI software, but it has to represent your intellectual contribution. Unauthorized use of artificial intelligence tools to write your paper or disguise plagiarized work is considered unauthorized assistance in this course and will result in a failing grade on the assignment.