INTRODUCTION
Chicago, also known as the Windy City, is the third most populous city in the United States, with over 2.7 million residents. The top attractions in Chicago include Navy Pier, Millennium Park, the Willis Tower Sky deck, The Magnificent Mile, and many museums and historical sites. With over 7,300 restaurants, Chicago is home to a large number of regional culinary specialties that reflect the city’s ethnic and working-class roots. Included among these are the nationally renowned deep-dish pizza, Chicago-style hot dog, Italian beef sandwich, and many more. The NRA Show at McCormick Place will give students the opportunity to learn about new industry trends, network with foodservice professionals, and gain insight into a nationally significant conference environment. For those studying hospitality and tourism, such an experience is important to overall learning because it provides key insights into organizations and operations which support the hospitality industry. The program goal is to give students a first-hand view of a “best practice” in the hospitality and tourism industry. Chicago will allow students to learn more about operations in a large city, making them more sensitive to the needs of various consumers and ultimately better customer-oriented managers.

COURSE OVERVIEW
This course is an educational tour which provides students with hands-on experience of the hospitality and tourism industry in Chicago, Illinois. Operating structures, systems, and management practices of restaurant, hotel, bar, and tourism businesses are explored. Students will also gain knowledge of different ethnic cultures present in the Chicago area.

LEARNING OUTCOMES
At the conclusion of this course, student will be able to:

- Discuss key moments in the history of the cuisine of a location, region, or culture.
- Identify different cultures’ practices and preferences in cuisine.
- Articulate service, based on culture or cultural preferences.
Discuss holiday histories, food fables, food chronologies, and historical recipes and menus.

Identify types of tourism available in the Greater Chicago area.

Evaluate how the values, practices and beliefs of different racial, ethnic, religious and political groups formed societies from which the types of tourism developed.

Identify how specific aesthetic factors are integral to the tourism environment of the Greater Chicago area.

Assess the tourism efforts of the Greater Chicago area while identifying how various types of tourism enhance the Chicago area.

**BEHAVIORAL CONDUCT**

All policies and procedures of this course follow those stated in the Academic Regulations publication (http://www.depts.ttu.edu/officialpublications/catalog/AcademicRegulations.html) concerning attendance, nondiscrimination policy, academic regulations and procedures, student rights and student conduct, among others. Students will sign a form outlining expectation and requirements and are subject to being sent home early if they fail to comply with the rules.

**STUDENTS WITH DISABILITIES**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability services has been provided. For additional information, you may contact the Student Disability Services Office in 335 West Hall or 806-742-2405.

**STUDENT EVALUATION CRITERIA**

Undergrad Assignments for RHIM 3350 (4325)/3352

(Teams of two – for two of the Pre-trip reports, the Culture and Cuisine Inquiry and the Digital Story)

**Pre-Trip Reports** – Each team, with names indicated in the report, will complete two assignments that will be submitted on Blackboard in a group folder. The first is on the ethnic culture they plan to study in Chicago (minimum 500 words) and second is the theme they plan to investigate at the NRA (minimum 250 words).

1. **Culture** - Each group will select a culture to explore, explain where the area is located in the Chicago area, and why they chose this culture. The significance of the ethnic/cultural group to the hospitality industry, and to the team members, must be addressed. For example: how is this culture represented in hospitality/tourism related businesses or activities. Students will be responsible for investigation of the culture while in Chicago and is reflected on other assignments. Provide a minimum of four links to internet sources that are in relation to the culture and country of origin.

2. **NRA Show** - The team will review the exhibitors for the NRA show and discuss the theme they will cover in their digital story assignment. The discussion must include an analysis of the significance of the theme to the hospitality and specifically the food/restaurant industry. A self and peer review will be used to determine individual scores. The percentage grade that the self and peers give the individual will be multiplied by the group score to get the individual points received.

An individual assignment will be submitted on Blackboard also as part of the pre-trip reports. Individually, the historic venue for the individual secret shopper report must be submitted along with the historical significance of the venue (250 words minimum) and address of the venue. Team members cannot choose the same venue.
Grades for the Culture assignment will be used for RHIM 3352 (10% of grade), the NRA assignment will be used for RHIM 3350 or 4325 and RHIM 3352. (5% of grade), the Secret Shopper report will be used for RHIM 3350 or 4325 (5% of grade).

Due: Monday, May 8, 2017, 5 pm.

**Journal** – Individual students will write in a daily journal during the Maymester trip to Chicago (notebooks will be provided in Chicago). The journal must be 3 pages of handwritten comments for each day of the trip. The final typed paper must be a minimum of 1500 words.

Grades for the journal assignment will be used for both RHIM 3350 or 4325 and RHIM 3352 (20% of grade).

Due: Monday, June 5, 2017, 5 pm.

**Culture & Cuisine Inquiry**– From the pre-trip report and visits to the ethnic neighborhoods, students will experience many different cultures. Each team will explore their chosen culture in Chicago during our visit. (Examples include: German, Irish, Greek, Polish, Chinese, Italian and East Indian). While in Chicago, students must meet and talk with individuals from culture chosen to get their perspectives. After students return from the trip, they will investigate information regarding the country of origin and the ethnic culture chosen and studies on the trip. Each team will write and submit a 2000 to 3000 word report comparing and contrasting the culture, as it is represented in the Chicago area with the country of origin. Areas of inclusion will include food & diet, traditional clothing, climate, tourism activities % impact, cultural pride in nationalism & identity, attitudes & values, cultural related behaviors, leisure activities predominate in the home country, as well as customs & traditions of the culture. A self and peer review will be used to determine individual scores. The percentage grade that the self and peers give the individual will be multiplied by the group score to get the individual points received. Grades for the Culture & Cuisine assignment will be used for RHIM 3352 (50% of grade).

Due: Monday, June 12, 2017, 5 pm.

**Speaker synopsis**– Individual students will be required to submit one Synopsis Paper based on one or more speakers at the NRA show. They must provide a biography of the speaker, synopsis of a speaker or group of speakers’ presentation(s) and discuss the industry implications credible sources of information. Students will write a minimum of 1000 words for the synopsis and will properly cite and reference all sources. Grades for the Speaker synopsis will be used in RHIM 3350 or 4325 (25% of grade).

Due: Monday, June 19, 2017, 5 pm.

**Secret Shopper** – Each person will conduct secret shopper activities at two tourism locations and one historic facility. Individuals can choose their establishments for the categories, but group members cannot choose the same historic venue. Each person needs to observe the business through the eyes of a hospitality professional. Your experience starts the moment you enter the venue. Specific questions to address will be provided. A minimum of 400 words for each venue is required. RHIM 3350 or 4325. (30% of grade).

1. Historic Hotel
2. Historic Restaurant
3. Historic Bar or related venue

Due: Monday, June 26, 2017, 5 pm.

**Digital Story of the NRA** – Each team will pick a theme for their experience at the NRA Show. (Examples could include: adult beverages, food, sustainability, technology, restaurant supplies, hotel items, etc.) Each group
needs to create a digital diary about their topic. The video should be under 9-10 minutes in length. Each student in the team must be visible and participate in the digital diary for a minimum of 3 minutes. Students may be creative with the format, but professional dress and presentation style are required of all students. A self and peer review will be used to determine individual scores. The percentage grade that the self and peers give the individual will be multiplied by the group score to get the individual points received. Grades for the digital story assignment will be used for RHIM 3350 or 4325 and RHIM 3352 (15% of grade).

Due: Monday, July 3, 2017, 5 pm.

Formatting for all assignments - All submission will be written with the following requirements. A cover page with the student(s) name(s), course name and number and proper assignment heading will be included. The submissions will be formatted in 12 point font, Times New Roman with one inch margins on all sides, double spaced. Each written assignment requires a cover page (see example on Blackboard), a running head and proper use of APA format for citing and referencing sources. Rubrics are provided on Blackboard. Please note that although there is a word minimum (excluding cover page and references), it often requires a great deal more content to thoroughly synopsize and investigate a topic in order to receive a higher grade. The submissions will demonstrate completeness of thought, critical analysis, and support of their positions, without grammar, spelling or punctuation errors. Since writing style, including spelling and grammar, will be considered as a portion of the grade, it is highly recommended that students utilize the Writing Center (http://uwc.ttu.edu/) or at a minimum have a second person review the paper for mistakes and clarity issues prior to submission. Late submissions are not accepted. The submissions are due as a Turnitin uploads on Blackboard, under the assignment heading on the assigned due date by 11:59 pm. Make sure that SUBMIT button is clicked for the Turnitin assignment and that a confirmation email is received for the submission, as late or missing submissions will receive a grade of 0. Technical difficulties must be immediately reported to the instructor with a screen shot of the issue. An email with the assignment will also be required at time of difficulty. Report of failure at a later time will result in no accommodation. The rubrics for the submissions will be incorporated for grading purposes. The submission is due as a Turnitin upload on Blackboard under the assignment heading on the assigned due date (Mondays) by 5 pm. Late papers will be accepted with a 10% deduction for each 24 hour period it is late.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Course</th>
<th>% of RHIM 3352</th>
<th>% of RHIM 3350 or 4325</th>
<th>Due 5:00 pm</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Trip Report Culture</td>
<td>RHIM 3352</td>
<td>10%</td>
<td></td>
<td>May 8</td>
<td>X</td>
</tr>
<tr>
<td>Pre-trip Report NRA</td>
<td>RHIM 3352</td>
<td>5%</td>
<td>RHIM 3350 or 4325</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Pre-trip Report Historic Venue</td>
<td>RHIM 3350 or 4325</td>
<td>5%</td>
<td>May 8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journal</td>
<td>RHIM 3352</td>
<td>20%</td>
<td>RHIM 3350 or 4325</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Culture &amp; Cuisine assignment</td>
<td>RHIM 3352</td>
<td>50%</td>
<td></td>
<td>June 12</td>
<td>X</td>
</tr>
<tr>
<td>Speaker synopsis</td>
<td>RHIM 3350 or 4325</td>
<td>25%</td>
<td>June 19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secret Shoppers</td>
<td>RHIM 3350 or 4325</td>
<td>30%</td>
<td>June 26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Story</td>
<td>RHIM 3352</td>
<td>15%</td>
<td>RHIM 3350 or 4325</td>
<td>15%</td>
<td>X</td>
</tr>
</tbody>
</table>