

Teaching guide

IDENTIFICATION DETAILS

Degree:	Gastronomy
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Field of Knowledge:	Science
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Faculty/School:	Legal and Business Science
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Course:	
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Type:	Compulsory
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ECTS credits:	3
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Year:	2
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Code:	1445
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Teaching period:	Third semester
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Area:	Humanities
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Module:	Discipline
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	75
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Teaching staff	E-mail
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SUBJECT DESCRIPTION

History of the West. This subject covers the cultural, political and religious foundations of the civilization which emerged in Europe, along with its historical evolution from its inception in Ancient Greece to times of the Enlightenment.

History of Hospitality, formerly History of the West I, reviews the History of Mankind through the evolution of the phenomenon of hospitality, as it has been recorded since the beginning of human history and how, research into the origins of hospitality and its social, spiritual, cultural and commercial dimensions, can enhance the future of the industry.

GOAL

To understand the uniqueness and centrality of Western civilization and to fully comprehend the key role it had played in shaping the modern world.

The specific aims of the subject are:

To understand the uniqueness and centrality of Western civilization and to fully comprehend the key role it had played in shaping the modern world.

To learn the main periods and events in the history of Western civilization, and how hospitality has always played a role along the centuries.

To learn and understand how hospitality has always been related to morality, religions, and spirituality.

To understand the origin and evolution of hospitality and tourism: its territorial, social, cultural, legal, political, employment-related and economic dimensions

To understand how traveling and its different motivations, is as old as humanity and how it has brought the need for lodging alongside.

To provide supporting information so that the students can develop their understanding of the phenomenon of hospitality along history.

To understand how the true origins of hospitality and how understanding the past, can help the development of modern approaches to hospitality and tourism management.

PRIOR KNOWLEDGE

Good command of the English language.
High school-level knowledge of Western History. Basic knowledge of Western philosophy and anthropology.

COURSE SYLLABUS

1. History of Travel. Tourism nowadays and its parallelisms with the past. Main sources to study the origin and evolution of travelling and hospitality. The phenomenon of hospitality. First movements and the origins of traveling. Becoming human, becoming a traveler. First travels in Prehistory.
2. Short history of Ancient Mesopotamia; City states in Mesopotamia. The Hammurabi Code. The Epic of Gilgamesh. A brief history of Egypt: Navigation and land travel. Mythological, literary, commercial and exploratory voyages
3. The Phoenician travelers and navigators. Phoenician settlements along the Mediterranean Sea; the Iberian Peninsula and Carthage. The Periplus of Hanno and Himilco.
4. Ancient Greece. Main periods and facts. The World and the "Polis". Herodotus. Alexander the Great. Domestic hospitality. Civic hospitality. Commercial hospitality. Hospitality in Homer's texts.
5. Ancient Rome. Main periods and facts. Founding of Rome. Domestic hospitality. Civic hospitality. Commercial hospitality: Hospitium, Stabula, Taberna, Caupona, Lumpanar. Mansio.
6. Hospitality and religions. Judeo-Christian origins of hospitality. Hospitality in Islam, Judaism, Hinduism, Buddhism, Chinese traditions.
7. The Middle Ages toward the Renaissance. The Pilgrimage. Church reform and the Crusades. Monastic hospitality, the rule of Benedict and the rise of Western Monasticism.
8. The "Grand Tour." Giants of hospitality and tourism, Thomas Cook, Cesar Ritz, etc.
9. Closing reflections. Globalization and commercial hospitality trends.

EDUCATION ACTIVITIES

MASTER CLASS: Lectures devoted to the subject's key concepts followed by a critical discussion with the students on the teacher's presentation and the historiographical sources which support it.
 COLLABORATIVE WORK (teamwork) linked with History of Food (HWII). Tutorial activities before the final formal presentation.
 COLLABORATIVE WORK (participation): in-class conversation around homework tasks.
 INDIVIDUAL WORK (homework) to prepare the lecture: Preparation and conversation around films, books or historical recipes.
 INDIVIDUAL WORK (outdoors): previous research and delivery of the report or writing asked by the teacher.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours
Class lectures 21h In class conversation and discussion on the individual research and homework 4h Teamwork presentation 3h Partial exercises, tests, and exam 2h	Lectures and study 30h Personal research 10h On/off line teamwork 5h

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To develop the skill of responsible, critical, reflective, analytical and synthetic thought.

To develop creativity and enterprising spirit in search of added value.

To appreciate the process of personal development, setting goals to be attained by means of an action plan.

To understand the different forms of leadership that an individual may possess and commit to the development of personal skills: temperament, character and personality.

To develop professional skills such as humility in the workplace, consistency in practice, tidiness and discipline, objective self-criticism and the spirit of achievement.

To develop the professional skills involved in risk forecasting, decision making and problem solving.

To analyse and summarise the main ideas and contents of all types of texts, discover their theories and the issues

they pose and critically judge their form and contents in terms of both the texts and the underlying rhetoric.

To consider the activities related to the profession from an international viewpoint and develop attitudes of interest, respect and dialogue with other nationalities, cultures and religions in search of the truth.

To adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in all professional and personal undertakings.

Specific skills

To identify with the mission of the University, of the company and of personal projects

To be able to analyse the meaning and basis of human dignity, the basic elements of mankind, the evolution of the different anthropologies over history and their practical implications on the sector.

To appreciate the link between the modern-day world and historic events and recognise the need to locate the historic framework of any event in order to understand it.

LEARNING RESULTS

Through lectures and individual study of additional bibliography, the student is able to achieve an overall understanding of the history of Western civilization, with a focus on hospitality and its different dimensions.

Through research and in-class discussion, the student is able to evaluate and to build up a personal criterium about the intellectual, social and moral situation of Western societies.

Through teamwork, the student cooperates with his classmates in order to build a comprehensive conclusion on the chosen topic. The public presentation gives the student tools to develop an impactful and compelling style of communication, respectful and based on facts.

With lectures and sharing personal conclusions in the class and the virtual area, the student combines historical events with the human evolution, as a line to understand the anthropological and ethical influences in human behavior and the development of hospitality.

Through the collaborative work, the student learns that working collaboratively, increases and improves the impact of the individual contribution.

With the support of tutorships, the student progresses with his own will and effort through the commitment of intellectual and practical work.

LEARNING APPRAISAL SYSTEM

A continuous evaluation system will be applied, where every item will be previously announced to the class. To pass the course through this continuous process, the student must attend and regularly participate in every activity demanded.

Student of first enrollment.

To benefit from a continuous evaluation system, the student needs a minimum assistance rate on every class and activities held during the course. (80% assistance). In these cases, the evaluation scheme is as follows:

- Tests, partial and final exams: 60%
- Individual homework (virtual area, in-class presentations): 20%
- Team and collaborative work: 15%
- Participation and implication: 5%

To succeed and pass the subject the student will need to get more than a 5 for the individual written exam and the team and collaborative work

Academic exemption or dispensation

The students that for a justified reason (health problems or any other relevant matter) and always with the agreement and the approval of the academic director cannot attend the programmed scheduled lessons will be marked as follows

- Tests, partial and final exams: 70%
- Individual/collaborative work and final project: 30%

The students of second or subsequent enrollments will have the two options mentioned before; it is mandatory to

communicate the professor at the beginning of the semester

To succeed and pass the subject the student will need to get more than a 5 in the written exam and the final individual project

Extraordinary examinations

In this case, the assessment criteria applied will be

- Tests, partial and final exams: 70%
- Individual final project: 30%

To succeed and pass the subject the student will need to get more than a 5 in the written exam and the final project

The student will never be allowed to pass the subject just by being successful in one exam

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Cole, J., & Symes, C. (2014) Western civilizations. Their history and their culture Norton & Company Inc.

O'Gorman, K., & Cousins, J. (2010). The origins of hospitality and tourism. Oxford: Goodfellow Publishers.

Additional

Bolchazy, L. (1995). Hospitality in early Rome. Chicago: Ares Publ.

Butler, R., & Russell, R. (2010). Giants of Tourism. CABI.

Chon, K., & Maier, T. (2010). Welcome to hospitality-- an introduction. Clifton Park, NY: Delmar.

Garcia Barrios, A. (2012) Manual para la historia de los viajes en el mundo antiguo y medieval. Ed. Dykinson.

Holy Bible

Kardong, T., & Benedictus. (1996). Benedict's Rule. Collegeville, MN: Liturgical Press.

Lashley, C., Lynch, P., & Morrison, A. (2007). Hospitality: a social lens. Oxford: Elsevier.

http://governacio.gencat.cat/web/.content/afers_religiosos/documents/Doc3_CADR_CAST_Acoger_al_forastero.pdf

Walker, J. Introduction to hospitality management. (2013) Pearson.