

## **COURSE OUTLINE** **Introduction to Hospitality & Tourism**

**Course Description:** HM 180. Introduction to Hospitality & Tourism. 3 hours credit. This course will enable the student to appraise the components of the hospitality and tourism industry. This course will enable the student to define the different components of tourism, including: transportation systems, the lodging industry, the food and beverage industry, attractions, and public tourism businesses. The student will learn how to appraise the economic impact that tourism has on local economies. This course will enable the student to discover career opportunities within the hospitality and tourism industry.

**Course Relevance:** Introduction to hospitality and tourism is the study of all facets of the hospitality and tourism industry and the impact each has on the local, state, national, and international economy. Introductory courses in hospitality and tourism help the student to develop critical thinking in regard to human leisure time.

**Required Materials:**

Textbook: Walker, John R. (2002). *An introduction to hospitality* (3<sup>rd</sup> ed.). Upper Saddle River, NJ: Prentice Hall.

**Learning Outcomes:**

The intention is for the student to be able to:

1. Identify the different components in the hospitality industry
2. Demonstrate critical thinking skills in regard to the interdependence of the components.
3. Apply the theory to skills that will enhance the quality of his/her work experience.
4. Apply the theory to current events as they unfold in the community, state, and nation.

**Primary Learning PACT Skills that will be DEVELOPED and/or documented in this course:**

Through the student involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Critical Thinking
  - Through the appraisal of different organizations within the hospitality industry components the students will apply the concepts to the local and national marketplace
2. Speaking Skills
  - Through the production of a service learning journal the student will present to his/her classmates on his/her contributions to the community through service learning activities conducted outside of class.

Secondary Skills (developed but not documented)

Self-concept  
Time Management  
Teamwork  
Coping with Change  
Valuing Diversity  
Leadership  
Problem Solving  
Reading  
Writing  
Listening

**Major Summative Assessment Tasks:**

These learning outcomes and primary Learning PACT skills will be demonstrated by:

1. Preparing a service-learning based final project related to the hospitality industry that applies the course concepts, in-class learning activities, and guest speaker knowledge.

**Course Content:**

- I. Themes – Key recurring concepts that run throughout the course:
  - A. Customer service
  - B. Management
  - C. Interdependency of all tourism businesses
- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
  - A. Identifying the customers needs accurately
  - B. Management styles to achieve the best outcome for the customer
  - C. Businesses and communities working together for a common goal
- III. Concepts – Key concepts that must be understood to address the issues:
  - A. Customers have individual conceptions of “recreation” and tourism
  - B. Employee management is different for each business

- C. Community teamwork efforts are more affective than individual efforts
- IV, Skills / Competencies – Actions that are essential to achieve the course outcomes:
- A. Applying the concepts of customer service and expectations
  - B. Identifying customer recreation needs and filling them

**Learning Units:**

- I. Introduction to Hospitality & Tourism
  - A. Characteristics of the hospitality industry
  - B. Corporate philosophy
  - C. Focus on service
  - D. Careers in hospitality
- II. Tourism
  - A. Definition of tourism
  - B. Five ages of tourism
  - C. Economic impact of tourism
  - D. Promoters of tourism
  - E. Why people travel
- III. Hotels
  - A. Development and ownership
  - B. Financial management and profits
  - C. Classifications
  - D. Management structure
  - E. Departments
  - F. Yield management
  - G. Food and beverage management
- IV. Culinary Arts and Restaurant Development
  - A. Culinary arts
  - B. Restaurant development
  - C. Menu planning
  - D. Classifications
  - E. Restaurant operations
  - F. Managed services
  - G. Beverages
- V. Recreation & Leisure
  - A. Definition of recreation
  - B. Commercial recreation
  - C. Noncommercial recreation
- VI. Gaming
  - A. Definition of gaming
  - B. Key players in the industry
  - C. Gaming entertainment operations
- VII. Meetings, Conventions & Expositions
  - A. Historical review
  - B. Types of meetings

- C. Key players in meetings
- VIII. Marketing, Human Resources, & Culture
  - A. Marketing of hospitality
  - B. Human resource management in hospitality
  - C. Cultural challenges
- IX. Leadership & Management
  - A. Leadership definition
  - B. Characteristics of leaders
  - C. Distinction between leadership and management
  - D. Key management functions
  - E. Ethics in hospitality management

**Learning Activities:**

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Learning activities will be geared toward practices and analysis of managerial situations to understand the principles of food, beverage and labor cost control management in the hospitality industry. Field trips and guest speakers will allow the student to know what is required of managerial jobs in the hospitality industry. Student skills will be expressed by the use of computers, written assignments, examinations and oral presentations.

**Grade Determination:**

The student will be graded on satisfactory completion of assessment tasks, learning activities, projects, and attendance, adequate participation and discussion.