

Course Outline

COURSE: HTM 101 **DIVISION:** 50 **ALSO LISTED AS:**

TERM EFFECTIVE: Spring 2018 **CURRICULUM APPROVAL DATE:** 03/13/2017

SHORT TITLE: INTRO HOSP-TOUR MGMT

LONG TITLE: Introduction to Hospitality and Tourism Management

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

COURSE DESCRIPTION:

An introduction to the careers in the field of hospitality and tourism management, including a survey of trends and developments in the industry. An overview of hospitality, tourism, lodging operations, foodservice establishments and management will be provided.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

- L - Standard Letter Grade
- P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

- 02 - Lecture and/or discussion
- 05 - Hybrid
- 72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1. Define hospitality and describe the various segments of the hospitality industry.
Measure of assessment: written exam, homework

Year assessed, or planned year of assessment: 2017

2. Describe the varying levels of customer service in the hospitality business and critique services received.

Measure of assessment: case studies, written exam, discussion, homework

Year assessed, or planned year of assessment: 2017

3. Assess various career opportunities in the hospitality and tourism industry in terms of the students personal goals.

Measure of assessment: homework, discussion

Year assessed, or planned year of assessment: 2017

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Curriculum Approval Date: 03/13/2017

9 Hours

Content: Introduction: Industry and Career Options Overview, Service as an Integral Part of Hospitality.

Student Performance Objectives: Identify one's individual interests and goals, both academically and professionally, in the hospitality industry. Describe the characteristics of the hospitality industry. Discuss the many facets of service and why it has become such an important part of the hospitality industry. Suggest ways to improve service. Discuss current trends in the hospitality industry.

9 Hours

Content: Introducing Hospitality and Lodging: Introducing Hospitality, The Hotel Business, Rooms Division, Food and Beverage.

Student Performance Objectives: Identify trends influencing the hotel business. Explain the diamond rating classification of hotels. Classify hotels by rating system type, location and price. Outline the duties and responsibilities of key executives and department heads. Draw an organizational chart of the rooms division of a hotel. Describe the main functions of the rooms division departments.

State the functions and responsibilities of the food and beverage departments. Describe a typical food and beverage director's day.

9 Hours

Content: Beverages, Restaurants and Managed Services: Beverages, The Restaurant Business, Restaurant Management, Managed Services.

Student Performance Objectives: Explain a restaurant's liability in terms of serving alcoholic beverages.

Name the classifications of restaurants. Describe the different

characteristics of franchise, chain and independent restaurants. Describe restaurant service. Describe front-and back-of-the-house systems. Outline the different managed services segments. Describe the five factors that distinguish managed services operations from commercial ones.

9 Hours

Content: Tourism, Recreation, Attractions, Clubs and Gaming: Tourism; Recreation, Attractions and Clubs; Gaming Entertainment. Information provided from a local, regional and state perspective.

Student Performance Objectiv/es: Define tourism and describe the benefits and prospects of tourism.

Describe the economic impact of tourism. Identify the promoters of tourism. Distinguish between commercial and noncommercial recreation. Name and describe various types of recreational clubs. Identify some of the major attractions in the local and regional area as well as in the State. Describe the various components of modern

casino hotels. Explain how casinos have been integrated into larger hospitality operations. Discuss the different positions within the gaming industry.

9 Hours

Content: Assemblies, Events, Attractions, Leadership and Management: Meetings, Conventions and Expositions; Special Events; Leadership and Management.

Student Performance Objectives: Describe destination management companies. Explain the different types of and list the various venues for meetings, conventions and expositions. Define and classify special events. Outline the skills and abilities required for event management. Identify the main professional organizations and associations involved with the special events industry. Identify the characteristics and practices of leaders and of management. Define the terms

leadership and management.

7 Hours

Content: Customer Service Fundamentals: The 5 Levels of Customer Service

Student Performance Objectives: Describe the 5 levels of customer service. Explain the skills required for problem solving. Discuss the ways in which one can deal with difficult guests.

2 Hours

METHODS OF INSTRUCTION:

lecture, discussion, guest speakers, field trips

METHODS OF EVALUATION:

Writing assignments

Percent of total grade: 15.00 %

Percent range of total grade: 15 % to 30 % Written Homework

Problem-solving assignments

Percent of total grade: 35.00 %

Percent range of total grade: 25 % to 40 % Other: Case Studies

Objective examinations

Percent of total grade: 35.00 %

Percent range of total grade: 25 % to 40 % Multiple Choice, True/False, Matching Items

Other methods of evaluation

Percent of total grade: 15.00 %

Percent range of total grade: 15 % to 40 % Class Participation, Oral Presentation/Discussions

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours: 18

Assignment Description: Out-of-Class Assignments: Read related chapter(s) in the textbook. Homework suggestions: Go to the Career Transfer Center and investigate careers in the hospitality and tourism industry. and/or Prepare some general hospitality and career-related questions and interview two supervisors or managers in the hospitality industry. Share and compare the answers with your class. and/or Complete a Case Study related to Service in the Hospitality Industry.

Required Outside Hours: 18

Assignment Description: Out-of-Class Assignments: Read related chapter(s) in the textbook. Homework suggestions: Complete the Case Study related to Hot Trends in Lodging Development. and/or Write a 1-2 page paper answering the following question: From a career perspective, what are the advantages and disadvantages of working in each type of hotel? and/or Complete the Case Study related to Overbooking. and/or Go to a hotel's Web site and find the price of booking a room for a date of your choice. Then, go to one of the Web sites (Hotels.com, Expedia, Travelocity, etc.) that "sell" hotel rooms and see how the price there compares with the price on the hotel's Web site. and/or Complete the Case Study relating to Ensuring Guest Satisfaction.

Required Outside Hours: 18

Assignment Description: Out-of-Class Assignments: Read related chapter(s) in the textbook. Homework suggestions: Write a 1-2 page paper on

how to effectively manage a bar located within a hotel. and/or In groups, evaluate a restaurant and write out a list of weaknesses. Then, for each of the weaknesses, decide on which actions you would take to exceed guest expectations. and/or Complete the Case Study related to Shortage in Stock. and/or Go to ARAMARK's web site and see what they are doing under the Social Responsibilities heading. Come to class prepared to discuss your findings.

Required Outside Hours: 18

Assignment Description: Out-of-Class Assignments: Read related chapter(s) in the textbook. Homework suggestions: Write a 1-2 page paper on how you would promote or improve tourism in your community. Come prepared to discuss your suggestions with the class. and/or Complete the Case Study related to

Service Proposal for Guests. and/or Complete the Case Study related to Negotiating with Convention Groups.

Required Outside Hours: 18

Assignment Description: Out-of-Class Assignments: Read related chapter(s) in the textbook. Homework suggestions: Make a master plan with all the steps necessary for holding a meeting or seminar on careers in hospitality management. and/or Complete the Case Study related to Not Enough Space. and/or Think of someone you admire as a leader. Make a list of the qualities that make them a good leader. Come prepared to discuss your list with the class.

Required Outside Hours: 14

REPRESENTATIVE TEXTBOOKS:

Required Representative Textbooks

Walker, John R. . Introduction to Hospitality, 7th Edition. Boston: Pearson Education,2017.

ISBN: 13:9780134514215

Reading Level of Text, Grade: 12 Verified by: MS Word

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 201730

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: HTM

CSU Crosswalk Course Number: 101

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: C

Maximum Hours: 3

Minimum Hours: 3

Course Control Number: CCC000574797

Sports/Physical Education Course: N

Taxonomy of Program: 130700