



### **I. COURSE INFORMATION:**

**Title:** Introduction to Hospitality

**Division:** Technical Education

**Course Number:** CUL1113

**Prerequisites:** None

**Credit Hours:** 3

**Textbook:** Introduction to the Hospitality Industry, 8<sup>th</sup> edition, ISBN-13: 978-0470399163

### **II. COURSE DESCRIPTION:**

This introductory course provides a general overview of hospitality and tourism, history of the hospitality industry, growth and development, current trends and factors negatively affecting the industry, as well as the vast array of career opportunities available in this field for students to explore.

### **III. LEARNING OUTCOMES:**

1. Describe the history of the hospitality industry and the necessary dedication
2. Explain current customer service needs and trends, as well as negative factors affecting the industry
3. Summarize the terms used in hospitality operations
4. Explain social impacts of the travel industry
5. Recognize the organization of the hospitality industry sectors
6. Recognize the vast array of potential career opportunities available

### **IV. ASSIGNMENTS:** (may include but are not limited to)

1. Chapter exams
2. In classroom discussions about trends in the hospitality industry
3. Assignments relating to topics about the hospitality industry on Canvas

### **V. MAJOR CONTENT AREAS:**

1. Careers in hospitality
2. Forces affecting growth and change in the hospitality industry
3. Meeting guests' needs
4. Hotel and lodging operations
5. Forces shaping the hotel business
6. Competition in the lodging business
7. Tourism
8. Management in the hospitality industry
9. Planning in hospitality management
10. Organizing in hospitality management

### **VI. EVALUATION METHODS** (may include but are not limited to)

1. Attendance and participation
2. Assignments
3. Exams
4. Comprehensive final