

COURSE OUTLINE

HMG-T-101

Introduction to the Hospitality Industry

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This introductory course acquaints the student with the scope and complexity of the hospitality industry by exploring the national and global relationships of lodging, food, and beverage operations. The course examines career opportunities, organizational structures, history and human resource management. Students will examine trends, integrated technology and its effects on customer and guest service in requirements in the lodging and food service industry. (3 hours weekly)

Overall Course Objectives

Upon completion of this course, the student will be able to:

1. Categorize the businesses and organizations that are part of the hospitality and tourism industry and explain how they are related.
2. Summarize the origins of the lodging and food service industries.
3. Discuss the scope of the hospitality and tourism industry and the way it impacts the community and government at the local, national, and international levels.
4. Demonstrate the ability to analyze tourism data.
5. Develop an organizational chart of the common divisions of a hotel organization.
6. Identify the management and employee positions in a hotel organization and discuss the responsibilities and activities involved with each in achieving the goals of financial profit and guest service.
7. Develop an organizational chart of the common divisions of a food service organization.
8. Identify the management and employee positions in a food service organization and discuss the responsibilities and activities involved with each in achieving the goals of financial profit and customer service.
9. Explain how past and present trends have changed the hospitality and tourism industry and project ways in which new trends will affect the industry's future.
10. Research the physical, educational, technological and organizational requirements of the hospitality industry so as to determine a career interest.
11. Explain relationships between industry and associate resources, including professional organizations and allied representatives.
12. Outline effective quality management techniques for people, facilities, products, and economics in the hospitality industry.
13. Analyze the impact of management style on guest services and employee relationships.

Major Topics

- I. Scope and history of hospitality and tourism
- II. The hotel industry
- III. The food service industry
- IV. Hospitality management
- V. Trends in the hospitality industry
- VI. Lodging and food service technology
- VII. Hospitality and tourism careers

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following: final grades will be calculated on the basis of exams, class projects, and written papers.

Other Course Information

The course will include:

- Field trips to a variety of hotel, restaurant and tourism sites to acquaint students with the scoop of tourism.
- Field trip to a computer purveyor facility that specializes in hospitality hardware and software applications.