

HTT A100: INTRO HOSPITALITY INDUS

Item	Value
Curriculum Committee Approval Date	12/11/2013
Top Code	130720 - Lodging Management
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

Overview of the hospitality industry. Enrollment Limitation: FBM A100; students who complete HTT A100 may not enroll in or receive credit for FBM A100. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Analyze the hospitality industry in airline, culinary, food service, hotel, travel, and tourism and differentiate qualifications, salaries, and benefits to established career goals.

Course Objectives

- 1. Identify the components of the hospitality industry.
- 2. Identify the types of jobs available at various levels in the hospitality industry; list the requirements of each.
- 3. Describe future trends and job opportunities in the hospitality industry.
- 4. State personal goals and interests in the industry.
- 5. Discuss philosophy of the hospitality industry through round table, question and answer sessions, and guest speakers from various segments of the industry.
- 6. Identify available resource material and requirements of the Airline, Hotel Management, Culinary Arts and Food Service programs as it affects the satisfactory accomplishments of the student's objectives.
- 7. Visit typical establishments within the hospitality industry and discuss the operations with person in charge.
- 8. Identify job obligations and expectation as they pertain to the employer, the customer, and fellow employees.
- 9. Draw organization charts for the various components of the hospitality industry.
- 10. Identify available resource material and requirements of the department as it affects the satisfactory completion of selected options.
- 11. Simulate the employment process and all necessary steps in order that he may obtain a work experience situation.

Lecture Content

Introduction Scope of hospitality industry Certificate options
 Characteristic of hospitality Role of a leader Why study hospitality management? Placement strategy Resume Development Cover letter Types of resumes - format and terms Sources of employment Development of personal resumes Job Readiness Skills The application form Job search considerations Interviewing successfully History of Hospitality Contributions form Egypt, Greece, Rome, and the European continent Time line development within the United States The relationships between travel routes and the growth of hospitality The growth of impactful organizations Individual contributors Lodging growth and pricing plans Hospitality Management Understanding people The uniqueness of hospitality leadership Various leadership styles (situational) Restaurants Classification by type of service, cuisine, price range, and ambiance Fast food (quick service) growth Restaurant chains vs. independent operations Institutional food service Front of the house and back of the house roles Restaurant profitability Basics of American, Russian, French and buffet service Restaurant Hotel Field Trips Opportunity to view physical setup of a restaurant and/or hotel Interact with management Experience the environment Hotel Management Organizational structure - diverse operations and assignments Types of hotels Facilities and amenities Revenue Centers vs. cost centers Guest cycle Guest security Hotel profitability Marketing Occupancy and room rates Culinary Arts Titles and duties of key positions in a commercial kitchen Culinary trends (evolving) California contributions Wine and food Tourism Destination mix of accommodations, food service, transportation, and recreation Southern California and Orange County tourism Attractions Resorts Vacation business State and National Parks Operational considerations (vulnerability to economy and weather) Factors for success Capitalization and operational costs Southern California and Las Vegas specifics Clubs Types of clubs Equity vs. non-equity Membership criteria History of clubs Club managers role Recreation and Amusement Parks History Sporting events Theatre Cultural Planned play environments Disney influences Cruise Ships Industry specifics Cruise line statistics Destinations Market segmentation Bed and Breakfast Operations Characteristics Operational requirements Factors for success Convention and Visitor Centers Growth Role of meeting and event planners Catering Terminology Facilities Styles of catering Mobile units Airline industry Employment opportunities Impact of 9/11 Airlines Airports Terminology Emerging Segments in the Hospitality Industry

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, guest speakers, internet exploration, field trips, interviews

Reading Assignments

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Writing Assignments

Resume, reports

Out-of-class Assignments

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Demonstration of Critical Thinking

Student evaluation is based on exams (midterm and final), brief written summaries of field trips, completion of a resume, preparation for job interview, reports on careers, and class attendance.

Required Writing, Problem Solving, Skills Demonstration

Resume, reports

Textbooks Resources

1. Required Lundberg, Donald E. . The Hotel and Restaurant Business, ed. New York: Van Nostrand Reinhold, 1994 Rationale: latest