

Introduction to the Hospitality Industry Syllabus

Course Number and Name: HAMG 1308: Introduction to the Hospitality Industry

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Prerequisite: None

Books Required:

Introduction to Hospitality, John R. Walker, 4th Edition
ISBN:0-13-119101-2

Course Description and Objectives: 3 credit hours.

An introduction to lodging and food service operations. Topics include growth, development, and organization of the lodging industry; growth, development, organization, structure, and management of food service operations; human resources, marketing, security, engineering, and maintenance of hospitality operations; and opportunities within the travel and tourism industry.

Learning Outcomes – SCANS

The Secretary's Commission on Achieving Necessary Skills (SCANS) has identified (1) reading (2) writing (3) mathematics, (4) speaking and listening, (5) thinking skills, (6) personal qualities, (7) workplace competencies and (8) use of technology as competencies required to enter employment.

Learning Outcomes:

- Recognize different employment opportunities within the travel and tourism industry
- Discuss the differences in types of food service and lodging operations
- Identify and analyze the growth of the hospitality industry
- Analyze current and future trends and their impact on the travel and tourism industry

SCANS competencies met in course activities:

- Reading (F1), Writing (F2), Listening (F3), Speaking (F5)
- Decision Making (F7), Problem Solving (F8), Reasoning (F11), Responsibility (F12), Self Esteem (F13), Integrity/Honesty (F16)
- Allocates time (C1), Participates as team member (C5), Serves clients/customers (C7), Works with cultural diversity (C10)
- Acquires/evaluates information (C11); Interprets and communicates information (C13)

Means of Assessment

- See attachment

Evaluation Policies and Procedures

Your instructor will supply detailed testing and grading procedures. If you stop attending class, you must withdraw at the Admissions Office before the official drop date. Failure to do so will result in a grade of 'F' for the course.

Attendance and Participation Policies

Students are expected to take responsibility for learning. Your instructor will assist you, but the actual responsibility for meeting objectives rests with you. Students are also expected to devote their energy to attaining the skills and knowledge required for their particular career goals.

The *North Harris College Policy & Procedure Manual* [Student Conduct, Section 562.01d] states, "Disruptive activity that hinders other students' learning or deters an instructor from effective teaching will not be tolerated under any circumstances."

To provide an equal-opportunity learning situation for all students enrolled in this class, children are not allowed in the labs or classrooms.

Cell phones, Blackberries, MP# players, laptop computers, and other electronic devices may not be used or activated during class. Instructor will ask student to leave the class if student is using an electronic device.

Students are expected to be at class on-time and ready to learn. Once class has begun, students will not be allowed into the classroom and missed work cannot be made-up. Allow for traffic and parking delays.

Academic Integrity

The college's academic integrity policy states, "NHMCCD is committed to a high standard of academic integrity in the academic community. In becoming a part of the academic community, students are responsible for honesty and independent effort. Failure to uphold these standards includes, but is not limited to, the following:

1. Plagiarizing written work or projects.
2. Cheating on exams or assignments.
3. Collusion on an exam or project.
4. Misrepresentation of credentials or prerequisites when registering for a course."

Refer to the NHMCCD catalog for additional information.

STUDENT SERVICES

Library

The library at each college provides print and non-print resources and services for students. The materials have been selected to serve the curricular, vocational, and recreational needs of the college community. Each college library provides computer access to a variety of information in electronic form including bibliographic indexes to journals, Internet resources, and multimedia publications.

Learning Support Centers

Learning Support Centers at each college provide print and audio-visual materials as well as **tutorial** assistance and **computer access** for students who need academic support services. Materials from other disciplines are available in each center including reading, writing, math, and college study skills.

Internet & E-mail

The District provides computing and network resources to students. Students are encouraged to use the computers, software packages, electronic lockers and electronic mail (e-mail), for educational or District-related activities and to facilitate the efficient exchange of useful information. However, the equipment, software and network capacities provided through the District computer services are and remain the property of the District. Use of the equipment and networks is to comport with the policies and procedures of the District, and access may be denied to any student who fails to comply with the District's policies and procedures regarding its use.

Access to the District's e-mail and similar electronic communication systems are a privilege and certain responsibilities accompany that privilege. District users are expected to demonstrate the same level of ethical and professional manner, as is required in face-to-face or written communications. Anonymous or forged messages will be treated as a violation of this policy.

Students with Disabilities

North Harris College provides reasonable accommodations, in compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Please inform your professor of any special accommodations which you may need as a result of disability. It is the student's responsibility to request these accommodations.

For additional information, refer to the NHMCCD catalog.

COURSE OBJECTIVES

Part 1 -- Chapters 1, 2, 3

Chapter 1 Welcome to the Hospitality Industry

1. Describe the characteristics of the hospitality industry
2. Explain corporate philosophy
3. Discuss why service has become such an important facet of the hospitality industry
4. Suggest ways to improve service

Chapter 2 Careers in Hospitality

1. Identify some of the possible career paths available in the hospitality industry.
2. Establish career goals.
3. Assess your own strengths and weaknesses.
4. Describe some of the potential careers in the hospitality and tourism industry.
5. Discuss aspects of professionalism.
6. Write a resume.
7. Prepare for an interview.

Chapter 3 Tourism

1. Define tourism.
2. Outline the important international and domestic tourism organizations.
3. Describe the economic impact of tourism.
4. Identify promoters of tourism.
5. List reasons why people travel.
6. Describe the socio-cultural impact of tourism.
7. Describe ecotourism.

Part 2 -- Chapters 4, 5, 6

Chapter 4 The Hotel Business

1. Define *hotel franchising* and *management contracts*.
2. Classify hotels by type, location, and price.
3. Explain vertical integration.
4. Name some prestigious and unusual hotels.
5. Describe the effects of a global economy on the hotel industry.

Chapter 5 Rooms Division Operations

1. Outline the duties and responsibilities of key executives and department heads.
2. Draw an organizational chart of the rooms division of a hotel and identify the executive committee members.
3. Describe the main functions of the rooms division departments.
4. Describe property management systems and discuss yield management.
5. Calculate occupancy percentages, average daily rates, and actual percentage of potential rooms revenue.
6. Outline the importance of the reservations and guest services functions.
7. List the complexities and challenges of the concierge, housekeeping, and security/loss prevention departments.

Chapter 6 Food and Beverage Operations

1. Describe the duties and responsibilities of a food and beverage director and other key department heads.
2. Describe a typical food and beverage director's day.
3. State the functions and responsibilities of the food and beverage departments.
4. Perform computations using key food and beverage operating ratios.

Part 3 -- Chapters 7, 8, 9,10

Chapter 7 The Restaurant Business

1. Describe the different characteristics of chain and independent restaurants.
2. Identify some of the top chain and independent restaurants.
3. List the classifications of restaurants.
4. Differentiate the characteristics of chain and independent restaurants.

Chapter 8 Restaurant Operations

1. Apply the forecasting technique used in the chapter to measure expected volume of business.
2. Describe restaurant operations for the front of the house.
3. Explain the important aspects of food production.
4. Explain how restaurants forecast their business.
5. Outline back-of-the-house operations.
6. Identify the key areas of a restaurant manager's job.
7. Outline the functional areas and tasks of a foodservice/restaurant manager.

Chapter 9 Managed Services

1. Outline the different managed services segments.
2. Describe the five factors that distinguish managed services operations from commercial ones.
3. Explain the need for and trends in elementary and secondary school foodservice.
4. Describe the complexities in college and university foodservice.

Chapter 10 Beverages

1. List and describe the main grape varieties.
2. Suggest appropriate pairings of wine with food.
3. Identify the various types of beer.
4. List the types of spirits and their main ingredients.
5. Explain a restaurant's liability in terms of serving alcoholic beverages.

Part 4 -- Chapters 11, 12, 13

Chapter 11 Recreation, Theme Parks and Clubs

1. Discuss the relationship of recreation and leisure to wellness.
2. Explain the origins and extent of government-sponsored recreation.
3. Distinguish between commercial and noncommercial recreation.
4. Name and describe various types of recreational clubs.
5. Identify the major U.S. theme parks.
6. Describe the operations of a country club.

Chapter 12 Gaming Entertainment

1. Outline the history of the gaming entertainment industry.
2. Describe the various activities related to gaming entertainment.
3. Explain how gaming entertainment is converging with other aspects of the hospitality business.
4. Discuss the controversies surrounding the gaming entertainment industry.

Chapter 13 Meetings, Conventions/Exhibitions and Event Management

1. Name the main hospitality industry associations.
2. Describe the various types of meetings.
3. Explain the differences among meetings, expositions, and conventions.
4. Describe the role of a meeting planner.
5. Explain the primary responsibilities of a convention and visitors bureau or authority.
6. List the steps in event management.

Part 5 -- Chapters 14, 15, 16, 17, 18

Chapter 14 Leadership and Management

1. Distinguish the characteristics and practices of leaders and managers.
2. Define leadership and management.
3. Distinguish between transactional and transformational leadership.
4. Describe the key management functions.
5. Differentiate between leadership and management.

Chapter 15 Hospitality Marketing

1. Define marketing.
2. Describe the steps in the marketing system.
3. Describe the importance of marketing to the hospitality industry.
4. Name the four aspects of the SWOT analysis and how they can be used for strategic planning.
5. Explain the marketing segmentation process.
6. Name and describe the marketing mix (five Ps).
7. Explain how sales are conducted in the hospitality business.

Chapter 16 Human Resources Management

1. Explain the importance of job descriptions.
2. Give an example of how productivity standards are determined.
3. Name and describe the employment-related laws.
4. Discuss how to select, recruit, and orient employees.
5. Identify methods of employee appraisal and compensation.
6. Describe employee assistance programs.

Chapter 17 Accounting, Finance, and Cost Control

1. Describe the systems of accounts typically used by business organizations in the restaurant, lodging, and club segments of the hospitality industry.
2. Identify various accounting statements and outline the major components of an income statement, balance sheet, and statement of cash flows.
3. Review the basic role of managerial finance in hospitality operations, including ratio analysis, cash management, and budgeting.
4. Describe features of systems used to control major direct operating costs, including food, beverages, labor, and other operating costs.
5. Calculate key financial ratios used to analyze the results of operations in hospitality operations.

Chapter 18 Hospitality Information Technology

1. Identify the characteristics of information technology and information systems in the hospitality industry.
2. Identify the different types of information systems.
3. Differentiate between information technology use in hotels and restaurants.
4. Apply the importance of information systems to the hospitality industry.
5. Relate hospitality industry technology to management, such as property management systems