

HOSP-1010: INTRODUCTION TO THE HOSPITALITY INDUSTRY

Cuyahoga Community College

Viewing: HOSP-1010 : Introduction to the Hospitality Industry

Board of Trustees:

December 2023

Academic Term:

Fall 2024

Subject Code

HOSP - Hospitality Management

Course Number:

1010

Title:

Introduction to the Hospitality Industry

Catalog Description:

Comprehensive tour through fascinating and challenging related fields and career opportunities in hospitality industry; travel and tourism, lodging, food service, meetings, conventions and expositions, leisure and recreation, and beverage operations. Mapping of specific positions including requirements of job duties, skills, knowledge, personality attributes, physical abilities, and working conditions. Field trips may be required.

Credit Hour(s):

2

Lecture Hour(s):

2

Lab Hour(s):

0

Other Hour(s):

0

Requisites

Prerequisite and Corequisite

ENG-0995 Applied College Literacies, or appropriate score on English Placement Test, or departmental approval: industry experience.

Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.

Outcomes

Course Outcome(s):

Analyze the historical, cultural, economic, social, political, and personal relationships of the hospitality industry including the importance of the industry as an employer of women, minorities, and teenagers.

Objective(s):

1. Extract relevant valid information from materials and cite sources of information.
 2. Describe the relationship between the economy and the hospitality and tourism industry.
 3. Identify the key segments of the hospitality and tourism industry, and explain their interdependence.
 4. Analyze the effect of cultural, historical and sociological developments and trends on lodging services.
 5. Describe the role and function of professional organizations, industry associations, and organized labor and use networking techniques to develop and maintain professional relationships.
 6. Chart the development of hospitality in relation to the development of transportation and examine their dependence on each other.
 7. Describe the effects globalization has on the hospitality industry.
-

Course Outcome(s):

Describe functions, goals, missions, and purpose of various professional hospitality organizations, businesses, groups, and associations.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Explain the role of Convention and Visitors Bureaus (CVB), Destination Marketing Organizations (DMO) and tourism distribution organizations in generating hospitality and tourism business.
2. Identify the general classifications of hotels and describe the unique features of each.
3. Explain the major classifications of food services, including the distinction between commercial and institutional operations.
4. Assess and compare trends in the hospitality industry locally, regionally, nationally, and globally.

Course Outcome(s):

Select industry trade resources, publications and training references as a means to learn more about field interests and career development opportunities.

Essential Learning Outcome Mapping:

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

1. Extract relevant valid information from materials and cite sources of information.
2. Identify changes occurring in hospitality and tourism as a result of technological advancements and competing online services.

Course Outcome(s):

Recognize, compare, and evaluate job positions, department groupings of positions, career opportunities, and the qualifications commonly sought by hospitality employers.

Objective(s):

1. Recognize, define, spell, and correctly use terms and phrases related to the hospitality industry in written and/or oral communication.
2. Analyze job positions that match his or her career goals and plans.
3. Identify the knowledge, skills, and abilities necessary to succeed in careers.
4. Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience.
5. Develop a career plan that reflects career interests, pathways, and secondary and postsecondary options.
6. Identify the correlation between emotions, behavior, and appearance and manage those to establish and maintain professionalism.

Course Outcome(s):

Explain required steps within the pathway to reach Hospitality career goals and perform a personal audit of skills, behaviors, personality traits, character and strengths to assist in defining career interests.

Objective(s):

1. Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience.
2. Develop a career plan that reflects career interests, pathways, and secondary and postsecondary options.
3. Identify the correlation between emotions, behavior, and appearance and manage those to establish and maintain professionalism.
4. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, résumé writing, interviewing skills, portfolio development).
5. Explain the importance of work ethic, accountability, and responsibility and demonstrate associated behaviors in fulfilling personal, community, and workplace roles.
6. Outline the skills, knowledge, and behaviors that are common to most hospitality positions and those that are specific to selected positions.
7. Perform a personal audit of skills, knowledge, experiences, strengths, marketable skills, personality traits, physical and emotional makeup, character, and desired work related environment.

8. Identify personal career goals and state them in written and oral form.

Course Outcome(s):

Discuss the concepts of guest expectations, guest satisfaction, and quality customer service.

Objective(s):

1. Identify and use verbal, nonverbal, and active listening skills to communicate effectively.
 2. Use negotiation and conflict-resolution skills to reach solutions.
 3. Use proper grammar and expression in all aspects of communication.
 4. Describe how the principles of R.A.V.E. (respect and value everyone), customer satisfaction and quality affect service delivery.
 5. Explain the influence of an organization's mission and vision statements on customer service practices.
 6. Explain the factors that shape customer expectations of a particular service and how subjective and objective elements of service quality can be assessed.
 7. Identify the types of outcomes possible during guest recovery and the impact of proactive guest experience management on realizing a positive outcome.
 8. Interpret unspoken needs based on understanding of human behavior, preference patterns and prior experiences.
 9. Determine strategies for responding to potentially sensitive, compromising, fraudulent or dangerous situations.
 10. Identify and deliver on opportunities to make a difference in the customer experience (i.e., positive moments of truth).
 11. Determine the impact of ethics and social responsibility policies and practices on business operations.
-

Methods of Evaluation:

1. Quizzes
2. Tests
3. Projects and/or reports
4. Field trip/guest speaker reports
5. Portfolio assignments
6. Final exam and/or professional management certification
7. Oral presentations

Course Content Outline:

1. Introduction to the hospitality industry
 - a. Pineapple Tradition
 - b. Characteristics of Hospitality Industry
 - c. Focus on Service
 - d. Interrelated Nature of Hospitality and Tourism
 - e. Professionalism
2. Historical perspective
3. Tourism
 - a. Sustainable cruising
 - b. Air Travel
 - c. Rail, Automobile, and Coach Travel
 - d. Tourism organizations
 - i. International
 - ii. Domestic
 - iii. State Offices of Tourism
 - iv. City-level Offices of Tourism
 - e. Trends
 - f. Economic impact
 - g. Types
 - i. Cultural tourism
 - ii. Ecotourism
 - iii. Heritage tourism
 - iv. Nature tourism
 - v. Pleasure Travel
 - vi. Business Travel
 - h. Social and cultural impact of tourism

4. Restaurants
 - a. Classification
 - i. Franchises
 - ii. Fine dining
 - iii. Casual dining
 - iv. Quick service/fast-food
 - b. Sustainability
 - i. Green restaurant certification 4.0 standards
 - ii. Trends
 - iii. Operations
 - iv. Beverage management
 - c. Marketing
5. The hotel and lodging business
 - a. Hotel development and ownership
 - b. Types and locations of hotels
 - c. Role of the Hotel General Manager
 - d. Management structure
 - e. Property management systems
 - f. Revenue management
 - g. Reservations
 - h. Communications
 - i. Guest services
 - j. Front office
 - k. Concierge
 - l. Housekeeping
 - m. Food and beverage management
 - i. Kitchen
 - ii. Hotel restaurants
 - iii. Bars
 - iv. Room service/in room dining
 - n. Security/Loss prevention
 - o. Sustainability
 - p. Marketing
 - q. Trends
6. Meetings, conventions, and exposition business
 - a. Industry development
 - b. Size and scope of industry
 - c. Key players
 - d. Types of meetings, conventions and expositions
 - e. Venues
 - f. Trends
 - g. Marketing
7. Human resources
8. Personal career planning
 - a. Career paths in hospitality
 - b. Career goals
 - c. Personal audits and evaluations
9. Quality customer service and guest satisfaction

Resources

Reynolds, Rahman, Barrows. *Introduction to Hospitality Management*. 1st. Hoboken: Wiley, 2021.

Walker, Jon R. *Exploring the Hospitality Industry*. 3rd ed. Boston, MA: Pearson, 2017.

Walker, John R. *Introduction to Hospitality*. 7th ed. Walker, John R., 2017.

"Crains Cleveland Business"

"Hospitality Upgrade"

"Hotel Motel Management"

"Lodging"

"Nation's Restaurant News"

"Newsweek"

"Travel and Leisure"

Resources Other

1. Local hospitality industry representatives.
2. Website: www.ahla.com
3. Website: www.ohla.org
4. Website: www.restaurant.org

Instructional Services

OAN Number:

CTAN Approved: Career Technical Assurance Guide CTCF002

Top of page

Key: 2249