

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: HRMG 100
Course Title: Introduction to the Hospitality Industry

Year: 2018-2019
Credit Hours: 3

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

A study of the hospitality industry, its present status, and future trends, including an introduction to the various areas of specialization as well as employment and industry statistics. Areas covered include hotels, restaurants, resorts, emerging food and beverage production operations, casinos, meeting planning, cruise lines and travel and tourism organizations. Personal and professional qualifications for different career options will be discussed. Prerequisites: Prior completion or concurrent enrollment in ENGL 100; MATH 090; and RDNG 116 if required by placement testing. 3 Cr. (3 Lec.) Fall and spring semesters.

Course Context/Audience

This is a required course for students in the Hotel and Restaurant Management A.A.S. degree program. This course gives students an overview of the hospitality industry including career opportunities. This course is also appropriate for someone with an interest in the hospitality industry.

Basic Skills/Entry Level Expectations

Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.

Math: M1 Taking MATH 090 (if needed) – Course requires limited use of very basic mathematical skills.

Reading: R3 Course may be taken concurrently with RDNG 116.

Course Goals

Students taking this course will:

1. Become familiar with historical events which have influenced the hospitality industry.
2. Become familiar with career opportunities in the hospitality industry.
3. Become familiar with the various industry segments including: hotels, food and beverage operations, clubs, resorts, tourism operations, clubs, cruise lines, meeting planning and casinos.
4. Gain an understanding of the importance of sustainable and responsible tourism in the hospitality industry.

Course Objectives/Topics

Objective/Topic	# Hours
Student will explore global tourism and its impact on the economy.	3 Hours
Students will learn about convention and visitors bureaus, national, state and regional tourism operations and their relationship with other hospitality business.	3 Hours
Student will explore hospitality careers	3 Hours
Students will learn about history of the hospitality industry, and how it impacts today's business practices.	3 Hours
Students will learn about restaurant & food service operations and organizational charts in general.	3 Hours
Students will learn about lodging operations and organizational charts in general.	3 Hours
Students will explore club management.	3 Hours
Students will learn about the meetings and special events industry.	3 Hours
Students will learn about the cruise line industry (floating resorts).	3 Hours
Students will learn about casino and gaming operations.	3 Hours
Students will explore wine production, distribution, and the wine tourism industry	3 Hours
Students will learn about corporate, private, franchise, ownership responsibilities within a hospitality enterprise.	3 Hours
Students will learn about the various departmental functions of service oriented hospitality operations, with focus on human resources, and marketing.	3 Hours
Students will be able to describe the importance of corporate image and ethics in the hospitality industry.	3 Hours
Exams	3 Hours

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> ➤ develop meaningful questions to address problems or issues. ➤ gather, interpret, and evaluate relevant sources of information. ➤ reach informed conclusions and solutions. 	<p>Students research concepts related to the hospitality industry. They also develop questions for industry professionals to address their own concerns about jobs and business practices.</p> <ul style="list-style-type: none"> • Students bring to class an article from trade periodicals weekly to collectively discuss current issues and trends Discussion posts on line allow students to voice questions and opinions. • Students ask mentors for professional and personal perspectives during interview segment of job shadow assignment. • Students complete a job shadow assignment in a hospitality-related business using understanding of text book concepts and their own identified strengths in an experiential environment under the supervision of an industry mentor. A written evaluation documents the students learning. • Students complete a restaurant critique /service analysis paper where students select, evaluate, and rate a restaurant operation, then document this experience in a business letter and evaluation.

<p>➤ consider analytically the viewpoints of self and others</p>	<p>By exploring concepts in personal analysis, professional preparation, and reflection relevant to academic and social expectations.</p> <ul style="list-style-type: none"> • Through discussion posts and classroom discussions, students read, hear, and report on issues and topics related to the industry. The job shadow and critique assignment also contribute to this learning.
<p>SOCIAL/GLOBAL AWARENESS OUTCOMES</p>	<p>HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)</p>
<p>➤ Students will begin to understand how their lives are shaped by the complex world in which they live.</p> <p>➤ Students will understand that their actions have social, economic and environmental consequences.</p>	<ul style="list-style-type: none"> • The hospitality industry is global: assignments and events will be relevant to the internationalization of the industry. • Study abroad opportunities, Disney internships, and interaction with the diverse TC3 student population offer opportunities for students to reflect on perspectives and personal choices. • International Skype guest lectures may be part of this class. Guest lecturers, job shadow, and field trips give student exposure into the industry and how they may fit into it. • The online component includes discussion posts, research assignments, and online chats to expose students to differing perspectives. • Students explore the hospitality industry's social responsibility on a global level. Example: current consideration of exploiting remote tourism regions. Students will draw their own conclusions regarding to this issue. • Preparation for Job Shadow includes "Business Code of Conduct" training. Careers in the industry and qualifications, personality, talents, and skills are discussed. Job Shadow assignment includes a Mentor interview to explore successful business behaviors. • The impact of tourism and global exploration on a society will be discussed during the tourism module. • Students will receive written feedback on assignments. Student behaviors, career exploration activities and social contributions to the class will be observed and discussed as relevant to subsequent business engagements • Students learn how business practices, industry salaries, and revenues impact personal, town, county, regional, national, and global finances. • Students learn their earning power is relevant to their own drive, education, experience and skills. • Students will evaluate behaviors of successful managers and compare successful operations to a failed business venture. • Students learn personal and corporate responsible practices for sustainable operations and tourism. • Students will explore global ecotourism and the impact of tourism on infrastructure. • Contemporary issues of sustainability will be reviewed during current events discussion. Corporate responsibility and ethics topic discussion and reading will also include sustainability element.

Instructional Methods

The instructor should use a number of instructional methods including: lecture and discussion, in-class exercises, written projects, hospitality industry visits and/or guest speakers, Cultivate operations and testing.

Methods of Assessment/Evaluation

Method	% Course Grade
Written assignments	35%
Examinations 2 @ 15% each (written assignments in the distance course)	30%
Final exam (written assignment in the distance course)	25%
Participation	10%

Text(s)

Hospitality Today: An Introduction, Rocco M. Angelo, CHA, and Andrew N. Vladimir, CHE, 6th Edition, Educational Institute of the American Hotel & Lodging Association.

Bibliography

Hotel Motel Management Magazine

Directory of Hotel & Lodging Companies; American Hotel & Lodging Assn.

Nations Restaurant News

Food Service News

Wines and Vines Magazine

Travel Weekly

Wine Spectator

National Geographic Traveler

Local and National Newspapers (Time and Wall Street Journal)

Other Learning Resources

Audiovisual

Videos/DVDs:

U Tube videos by hospitality industry consultants and companies

-The Spirit of Hospitality (video/seminar)

-There's a Place For You Here

Electronic

Travel Channel

Internet Sites including:

<http://directory.winmarketer.com/wine-merchants/>

Hotel Chains, Restaurant Companies, Food Service Operations homepages

Industry Associations homepages and educational pages.

Hospitality on-line Publications

Social Networks with hospitality fan spots (Facebook and Twitter, Linkdin)

<http://www.ei-ahla.org>

<http://www.hotelschool.cornell.edu/links/>: This site links to all other sites relating to Hospitality.

Text includes on line Power Point Presentations and instructor resources

Other

No resources specified