

Hospitality & Tourism

Pre-Requisites:

Credits:

Estimated Completion Time:

Earliest Start Date: March 2014

Description

Hospitality & Tourism: Traveling the Globe

COURSE DESCRIPTION:

With greater disposable income and more opportunities for business travel, people are traversing the globe in growing numbers. As a result, hospitality and tourism is one of the fastest growing industries in the world. This course will introduce students to the hospitality and tourism industry, including hotel and restaurant management, cruise ships, spas, resorts, theme parks, and other areas. Student will learn about key hospitality issues, the development and management of tourist locations, event planning, marketing, and environmental issues related to leisure and travel. The course also examines some current and future trends in the field.

Major Topics and Concepts

Unit 1: Introduction to Hospitality & Tourism

Objectives:

Upon completion of this unit, you will be able to:

- * Define the parameters and characteristics of the hospitality and tourism industry.
- * Examine the areas of business that make up the hospitality and tourism industry.
- * Trace the development of the hospitality and tourism industry.
- * Discuss the importance of service in the industry.
- * Identify and discuss several current trends affecting the hospitality and tourism industry.

Unit 2: Careers in the Hospitality and Tourism Field

Objectives:

Upon completion of this unit, you will be able to:

- * Define career paths and discuss how these affect the hospitality industry.
- * Discuss the personal characteristics required in hospitality industry employees.
- * Identify and discuss some of the career options in the hospitality and tourism industry.
- * Examine the advantages and disadvantages of working in the hospitality industry.
- * Discuss job benefit mixes and their role in the hospitality industry.

Unit 3: Hotels

Objectives:

Upon completion of this unit, you will be able to:

- * Describe different types of hotels.
- * Examine how most hotels are organized in terms of staff members.
- * Discuss the tasks and responsibilities of departments such as housekeeping, security, and the front office.
- * Explore how room counts are generated and why they are used.
- * Discuss the practice of overbooking and its possible consequences.

Unit 4: Restaurants and Food Service

Objectives:

Upon completion of this unit, you will be able to:

- * Describe different types of food-related businesses.
- * Define and understand the front of the house versus the back of the house.
- * Discuss the functions of the front and back of the house.
- * Examine the importance of menus in the operation of a restaurant.

- * Consider how managed services differ from restaurants.

Unit 5: Travel Planning

Objectives:

Upon completion of this unit, you will be able to:

- * Define tourism and identify the different aspects of tourism.
- * Discuss the impact of tourism.
- * Examine some of the factors that influence tourism.
- * Discuss ecotourism and its place in the tourism industry.
- * Evaluate some of the different career positions in tourism promotion.

Unit 6: Event Planning and Conventions/Exhibitions

Objectives:

Upon completion of this unit, you will be able to:

- * Identify and compare some of the different types of meetings and events.
- * Discuss career areas in the field of event planning.
- * Examine some of the steps in planning an event.
- * Consider some of the steps in marketing an event.
- * Learn about some of the tasks involved with managing an event.

Unit 7: Theme Parks and Recreation

Objectives:

Upon completion of this unit, you will be able to:

- * Explain leisure and recreation and their place in modern society.
- * Compare for-profit and nonprofit recreation sites.
- * Identify types of government-sponsored, nonprofit, and commercial recreation.
- * Examine the history of amusement and theme parks.
- * Discuss the role and responsibilities of amusement and theme park managers.

Unit 8: Cruise Ships and Resorts

Objectives:

Upon completion of this unit, you will be able to:

- * Discuss the similarities and differences between cruise ships and ocean liners.
- * Understand cruise ship terminology and cabin choices.
- * Examine some of the changes and challenges cruise ships are facing.
- * Identify some different types of resorts.
- * Discuss how resorts are handling common issues and challenges.