

Course Description**HFT1000 | Introduction to Hospitality | 3.00 credits**

In this introductory course the student will learn a basic understanding of the lodging, travel, meeting planning, club management, food and beverage, gaming and cruise industry by tracing the industry's growth and development, reviewing the organization of hospitality operations, and by focusing on industry opportunities and future trends. Career opportunities, interview and resume writing skills are discussed.

Course Competencies:

Competency 1: The student will demonstrate customer service and strategic planning skills by:

1. Identifying "service" and summarizing how service businesses differ from manufacturing businesses
2. Demonstrating the idea of "service" is understood, the student will be able to recognize the importance of strategic planning and describe and develop the strategic planning process and its components
3. Planning challenges in a capacity-constrained business
4. Developing customer service skills to adapt in any "moment of truth" with any customer/guest and execute strategic plans developed for service companies

Competency 2: The student will identify trends in the global travel & tourism industry by:

1. Applying and identifying world changes affecting the travel & tourism industry and why each component is interrelated
2. Applying the basis of travel research and why people travel
3. Identify the social impact of travel and rising trends in the travel & tourism industry

Competency 3: The student will develop employability skills by:

1. Understand the general terms and components of the lodging and food service industry
2. Identify the career opportunities within the lodging & food service industry along with the pros and cons of each segment
3. Developing the necessary employability skills needed for a career in hospitality

Competency 4: The student will identify the terminology and components of the hospitality industry by:

1. Describing in general terms, terminology, and components of the restaurant industry, the hotel industry, club management, meeting & events, cruise lines, and gaming & casino hotels

Competency 5: The student will identify the structure and operations of the hospitality industry by:

2. Identify the structure and the operations of the restaurant industry, the hotel industry, club management, meeting & events, cruise lines, and gaming & casino hotels
3. Identify each industry segment and develop an approach to operating within those segments as an employee, business owner, and general manager to help that operation succeed while effectively serving the population's needs

Competency 6: The student will identify the basic strategies of effective leadership by:

1. Describe the primary goals and tasks managers based on classic management & behavioral theories by Robert Owen
2. Executing the four basic strategies of influential leaders by the various focus theories from the school of management to run a hospitality-related operation

Competency 7: The student will develop a human resources program by:

1. Identify and discuss current labor trends and legislation affecting the hospitality industry
2. Developing elements of an excellent human resources program with consideration of effective leadership & human relation skills
3. Engaging in multiple communication activities between other employees, management, and guests using appropriate ethical skills based on the six kinds of moral reasoning and viewpoints from previous case

studies

Competency 8: The student will demonstrate knowledge of marketing by:

1. Distinguish marketing from selling, identify and explain the Four Ps of Marketing, develop a marketing plan, and utilize the various advertising & promotion channels to promote a business effectively
2. Identify the necessary qualities of employees to push sales for a business

Competency 9: The student will Demonstrate knowledge of business structures and laws that affect the hospitality industry by:

1. Understand the advantages and disadvantages of hotel management companies and franchises, the legality of each business, and how each type of business affects the hospitality industry

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Create strategies that can be used to fulfill personal, civic, and social responsibilities
- Demonstrate an appreciation for aesthetics and creative activities