

CATALOG INFORMATION

Dept and Nbr: ADLTED 772 Title: INTRO TO TOURISM
Full Title: Introduction to Tourism and Hospitality
Last Reviewed: 2/26/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0	Lecture Scheduled	0	8	Lecture Scheduled	0
Minimum	0	Lab Scheduled	3.00	6	Lab Scheduled	24.00
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	24.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 0.00

Total Student Learning Hours: 24.00

Title 5 Category: Non-Credit
Grading: Non-Credit Course
Repeatability: 27 - Exempt From Repeat Provisions
Also Listed As:
Formerly:

Catalog Description:
This course is designed to prepare students for entry-level careers in the hospitality industry. Course includes discussion of: types of tourism and hospitality; food and lodging; resorts; tourism enterprises, attractions, and related operations; and workforce preparation.

Prerequisites/Corequisites:

Recommended Preparation:
Course Completion of ADED 771 (or ADLTED 771 or CSKLS 771 or ADLTED 771)

Limits on Enrollment:

Schedule of Classes Information:
Description: This course is designed to prepare students for entry-level careers in the hospitality industry. Course includes discussion of: types of tourism and hospitality; food and lodging; resorts; tourism enterprises, attractions, and related operations; and workforce preparation. (Non-Credit Course)
Prerequisites/Corequisites:
Recommended: Course Completion of ADED 771 (or ADLTED 771 or CSKLS 771 or

ADLTED 771)

Limits on Enrollment:

Transfer Credit:

Repeatability: Exempt From Repeat Provisions

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Effective:	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Describe the hospitality industry and employment opportunities within the industry.
2. Compare the major types of specialization areas in the industry.
3. Explain the importance of tourism and hospitality to our local economy.

Objectives:

Upon completion of the course, students will be able to:

1. Describe career opportunities and employment requirements within the industry.
2. Discuss the interrelationship between hospitality and tourism.
3. List and explain the wide variety of areas encompassed by the hospitality and tourism industry.
4. Create a resume and cover letter for a hospitality position.

Topics and Scope:

- I. The Hospitality Industry Overview
- II. The Importance of Teamwork & Professionalism
- III. Lodging and Lodging Operations
 - A. Hotel development and ownership
 - B. Types and locations of hotels
 - C. Hotel chains
 - D. Sustainable lodging
 - E. Hotel organization and management overview
 - F. Customer service and communication
- IV. Food and Beverage
 - A. Wineries
 - B. Breweries

- C. Distilleries
- D. Cheese makers
- E. Farmer's markets
- F. Talking about food and beverages
- V. The Restaurant and Food Industry
 - A. Types of restaurants
 - 1. Slow Food Movement
 - 2. Farm-to-Table
 - 3. Other current trends
 - B. Why restaurants fail
 - C. Catering and Managed Services
 - 1. Catering
 - 2. Events
 - 3. Weddings
 - 4. Business meeting
 - D. More talking about food and wine
- VI. Other Venues
 - A. Private Clubs
 - B. Theme Parks and Attractions
 - C. Gaming and Casino Hotels
- VII. Selecting a Career Niche
 - A. Assessing necessary skills
 - B. Resume and cover letter
 - C. Interview preparation
 - D. Accessing online job sites and networking

Assignment:

1. Case study analyses (3 - 5)
2. Resume and cover letter
3. Hospitality poster project about a particular aspect of hospitality
4. Role-playing activities (2 - 4)
5. One-page self-evaluation/reflection essay

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Self-evaluation/reflection essay; resume and cover letter

Writing 10 - 20%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Case studies; poster project

Problem solving 30 - 40%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Role-playing

Skill Demonstrations
20 - 30%

Exams: All forms of formal testing, other than skill performance exams.

None

Exams
0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

Active participation and attendance

Other Category
20 - 30%

Representative Textbooks and Materials:
Instructor prepared materials