ADLTED 772 Course Outline as of Fall 2021

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	ľ	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-CreditGrading:Non-Credit CourseRepeatability:27 - Exempt From Repeat ProvisionsAlso 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 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 ADLTED 771 (or CSKLS 771 or ADLTED 771)

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

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

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.

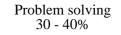
Self-evaluation/reflection essay; resume and cover letter

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

Case studies; poster project

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

Writing 10 - 20%



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

None

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

Active participation and attendance

Representative Textbooks and Materials:

Instructor prepared materials

Exams 0 - 0%

Other Category 20 - 30%