

HOSP 80 Course Outline as of Fall 2024

CATALOG INFORMATION

Dept and Nbr: HOSP 80

Title: INTRO TO HOSPITALITY

Full Title: Introduction to Hospitality

Last Reviewed: 10/23/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:
Students will learn about the structure and financial performances of hospitality industry, food and lodging, resorts, tourism enterprises, attractions and related operations. Students will focus on orientation to customer service, cultural/economic trends, and career opportunities.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Students will learn about the structure and financial performances of hospitality industry, food and lodging, resorts, tourism enterprises, attractions and related operations. Students will focus on orientation to customer service, cultural/economic trends, and career opportunities. (Grade Only)
Prerequisites/Corequisites:
Recommended:

Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

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:	Transferable	Effective:	Fall 2014	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

CID Descriptor:	HOSP 100	Introduction to Hospitality Management
SRJC Equivalent Course(s):		HOSP80

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

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

1. Describe the hospitality industry and its history.
2. Compare specializations of the industry, such as hotels, restaurants, wineries, and cruise ships.
3. Differentiate among different service operations (i.e. luxury, full service, limited service, budget).

Objectives:

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

1. Express an understanding of basic management theory, marketing, and hospitality ethics.
2. Discuss travel motivators, emerging travel trends, and the social impact of tourism.
3. Describe career opportunities and requirements in the industry, and entry-level and advancement opportunities.
4. Describe the interrelated nature of hospitality and tourism.
5. Discuss the needed steps to achieve success in service.
6. Describe the benefits and long-term prospects for tourism.
7. Describe the relationship of human/social need for hospitality services.
8. Define the various goals of various hospitality elements and related products and services
9. Describe the service relationship in terms of psychological needs and social-psychological experiences.
10. Define the basic role of business in the field of hospitality.
11. Identify major challenges to the hospitality industry.
12. Identify key qualities, philosophies, or experiences associated with success in the field.

Topics and Scope:

I. The Hospitality Industry

- A. Service defined
- B. Service businesses compared to. manufacturing businesses
- C. Components of strategic service vision
- D. Basic service priorities
- E. Keys to delivering good service
- F. Enhancing the lives of guests through service
- G. Origins and history of hospitality industry
 - 1. The Green Book, International Hotel, history of traveling as a person of color in the U.S.
- H. Industry specializations
- II. The Travel and Tourism Industry
 - A. The changing world
 - B. The nature of the Travel and Tourism Industry
 - C. Why people travel
 - D. The social impact of travel
 - E. The sociology of leisure
 - F. COVID and the tourism industry
 - G. Destination attractions
- III. Lodging and Lodging Operations
 - A. Hotel development and ownership
 - B. Types and locations of hotels
 - C. Hotel chains
 - D. Sustainable lodging
- IV. Hotel Organization and Management
 - A. Revenue vs. cost centers
 - B. Compliance with the American with Disabilities Act (ADA)
 - C. Financial controls
 - D. Quality controls
- V. Selecting a Career Niche
 - A. Determine your personal skills inventory
 - B. Skills dealing with data, people, or things
 - C. Résumé/cover letter
 - D. Interview preparation
 - E. Informational interviewing
- VI. The Cruise Line Industry
 - A. Cruising history
 - B. Cruise ship organization
- VII. Understanding the Restaurant Industry
 - A. Restaurant segments
 - B. Why restaurants fail
 - C. Community and social impact of business failures
 - D. Building a successful restaurant
 - E. Slow food movement
 - F. Farm-to-Table
- VIII. Catering and Managed Services
 - A. Airlines and airports
 - B. Colleges and universities
 - C. Health care facilities
 - D. Business and industry
- IX. Food and Beverages
 - A. Wineries
 - B. Breweries
 - C. Distilleries

- D. Cheese makers
- E. Farmer's markets
- X. Club Management
 - A. Types of clubs
 - B. Club ownership
 - C. Club organization
 - D. Club operations
- XI. Theme Parks and Attractions
- XII. Gaming and Casino Hotels
 - A. Gaming in the United States
 - B. Casino hotels
 - C. Casino organization
 - D. Casino operations
 - E. Gaming and leisure
 - F. Social impact and ethics of gaming
- XIII. Meetings Industry
 - A. Types of meetings
 - B. The meeting planning process
 - C. Meeting planner careers
 - D. Local Events
 - E. Destination attractions
 - F. Special Events
 - G. Event Management
- XIV. Recreation
- XV. Franchising
 - A. Hotels
 - B. Restaurants
 - C. Other
- XVI. Marketing Hospitality
 - A. Market concept
 - B. Sales management
 - C. Advertising
 - D. Managing marketing communications
 - E. Trends - Eco-tourism, Farm-to-Table, Organic
- XVII. Ethics
 - A. Society
 - B. Community
 - C. Environmental
- XVIII. Managing and Leading Hospitality

Assignment:

1. Weekly reading assignments (approximately 40-60 pages)
2. Case study analyses of any one of the following: hotel, winery, or restaurant visit
3. Written assignments, such as
 - A. Responses to Chapter Questions
 - B. Resume
 - C. Cover Letters
 - D. Interview Questions
4. Hospitality trend reports
5. Additional class activities, such as groupwork, role playing, or case study discussions.
6. Chapter quizzes (10-15) and Final Exam

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.

Written assignments; hospitality trend reports

Writing
15 - 25%

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

Case study analyses; class activities

Problem solving
25 - 35%

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

None

Skill Demonstrations
0 - 0%

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

Chapter quizzes and final exam

Exams
25 - 35%

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

Class activities; attendance and participation

Other Category
5 - 15%

Representative Textbooks and Materials:

Introduction to Hospitality. 8th ed. Walker, John. Pearson. 2019.

Exploring the Hospitality Industry. 4th ed. Walker, John. Pearson. 2018.

Hospitality Today, An Introduction. 8th ed. Angelo, Rocco and Vladimir, Andrew. Educational Institute. 2017 (classic).

Introduction to Tourism and Hospitality in BC. Westcott, Morgan and Bird, Geoffrey. 2020.

Instructor prepared materials.