COURSE OUTLINE
Introduction to Hospitality and Tourism

Course Description
HM 180. Introduction to Hospitality and Tourism. 3 hours credit. This course will enable the student to analyze the components of the hospitality and tourism industry while identifying potential career paths within this industry. The student will be introduced to entities within the hospitality industry and develop an understanding of the economic impact that tourism has on local economies.

Required Materials

* - For complete textbook information, refer to https://bookstore.butlercc.edu

Butler-assessed Outcomes
The intention is for the student to be able to
1. Identify different components within the hospitality industry.
2. Recognize the economic impact the tourism Industry has on local economies.
3. Analyze current events in the hospitality industry as they unfold in the community, state, and nation.

Learning PACT Skills that will be developed and documented in this course
Through involvement in this course, the student will develop ability in the following PACT skill area(s):

Analytical Thinking Skills
- Critical thinking - Through analysis of various hospitality management case studies, the student will apply the knowledge and skills to assess real-life scenarios within the industry.

Major Summative Assessment Task(s)
These Butler-assessed Outcomes(s) and Learning PACT skills will be demonstrated by
1. Creating an outline for a hospitality entity by analyzing a local market and incorporating gained knowledge and personal goals.

Skills or Competencies
These actions are essential to achieve the course outcomes:
1. Identify the different components of the hospitality industry and how they are interconnected.
2. Recognize the economic impact of the tourism industry.
3. Identify the organization of each hospitality entity.
4. Recognize the significance of financial management, customer service, and employer/employee relationships.

**Learning Units**

I. Hospitality industry  
   A. Characteristics of the hospitality industry  
   B. Corporate philosophy  
   C. Focus on service  
   D. Careers in hospitality  

II. Tourism  
   A. Definition of tourism  
   B. Five ages of tourism  
   C. Economic impact of tourism  
   D. Promoters of tourism  
   E. Why people travel  

III. Hotels  
   A. Development and ownership  
   B. Financial management and profits  
   C. Classifications  
   D. Management structure  
   E. Departments  
   F. Yield management  
   G. Food and beverage management  

IV. Restaurant management  
   A. Restaurant development  
   B. Menu planning  
   C. Classifications  
   D. Restaurant operations  
   E. Managed services  
   F. Beverages  

V. Recreation  
   A. Definition of recreation  
   B. Commercial recreation  
   C. Noncommercial recreation  

VI. Gaming  
   A. Definition of gaming  
   B. Key players in the industry  
   C. Gaming entertainment operations  

VII. Meetings, conventions, and expositions  
   A. Historical review
B. Types of meetings  
C. Key players in meetings  

VIII. Marketing, human resources, and operations  
A. Marketing of hospitality  
B. Human resource management in hospitality  
C. Accounting and finance  
D. Cost control  

IX. Leadership and management  
A. Leadership definition  
B. Characteristics of leaders  
C. Distinction between leadership and management  
D. Key management functions  
E. Ethics in hospitality management  

**Learning Activities**  
Independent learning activities will be assigned weekly to assist the student in achieving intended assessed outcomes. Learning activities will be geared toward practices and analysis of the distinct differences and interrelated principles within the entities of the hospitality industry. Students will be assessed through the reflection of interviews conducted, case studies, and the completion of the final project. These activities may either be face-to-face or online.  

**Grade Determination**  
The student will be graded on assessment tasks and learning activities. Grade determinants may include the following: weekly projects, quizzes, unit tests, and participation in weekly discussions.