

# Hospitality & Tourism: Course Syllabus

## Hospitality & Tourism: Traveling the Globe

### COURSE DESCRIPTION:

With greater disposable income and more opportunities for business travel, people are traversing the globe in growing numbers. As a result, hospitality and tourism is one of the fastest growing industries in the world. This course will introduce students to the hospitality and tourism industry, including hotel and restaurant management, cruise ships, spas, resorts, theme parks, and other areas. Student will learn about key hospitality issues, the development and management of tourist locations, event planning, marketing, and environmental issues related to leisure and travel. The course also examines some current and future trends in the field.

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### *Unit 1: Introduction to Hospitality & Tourism*

#### Objectives:

Upon completion of this unit, you will be able to:

- \* **Define the parameters and characteristics of the hospitality and tourism industry.**
- \* **Examine the areas of business that make up the hospitality and tourism industry.**
- \* **Trace the development of the hospitality and tourism industry.**
- \* **Discuss the importance of service in the industry.**
- \* **Identify and discuss several current trends affecting the hospitality and tourism industry.**

### ASSIGNMENTS:

**Introduction to Hospitality & Tourism: Unit Text Questions**

***Homework***

10 points

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<b>Introduction to Hospitality &amp; Tourism: Online Hospitality &amp; Tourism Lab Questions</b>	<b><i>Homework</i></b>	10 points
<b>Unit 1 Discussion Assignment 1</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 1 Discussion Assignment 2</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 1 Quiz – Introduction to Hospitality &amp; Tourism</b>	<b><i>Quiz</i></b>	15 points

## ***Unit 2: Careers in the Hospitality and Tourism Field***

### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Define career paths and discuss how these affect the hospitality industry.**
- \* **Discuss the personal characteristics required in hospitality industry employees.**
- \* **Identify and discuss some of the career options in the hospitality and tourism industry.**
- \* **Examine the advantages and disadvantages of working in the hospitality industry.**
- \* **Discuss job benefit mixes and their role in the hospitality industry.**

### **ASSIGNMENTS:**

<b>Careers in the Hospitality and Tourism Field: Unit Text Questions</b>	<b><i>Homework</i></b>	10 points
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Careers in the Hospitality and Tourism Field: Online Hospitality & Tourism Lab Questions	<b>Homework</b>	10 points
Unit 2 Discussion Assignment 1	<b>Discussion</b>	5 points
Unit 2 Discussion Assignment 2	<b>Discussion</b>	5 points
Unit 2 Quiz – Careers in the Hospitality and Tourism Field	<b>Quiz</b>	15 points

### **Unit 3: Hotels**

#### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Describe different types of hotels.**
- \* **Examine how most hotels are organized in terms of staff members.**
- \* **Discuss the tasks and responsibilities of departments such as housekeeping, security, and the front office.**
- \* **Explore how room counts are generated and why they are used.**
- \* **Discuss the practice of overbooking and its possible consequences.**

#### **ASSIGNMENTS:**

Hotels: Unit Text Questions	<b>Homework</b>	10 points
Hotels: Online Hospitality & Tourism Lab Questions	<b>Homework</b>	10 points

Unit 3 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 3 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 3 Quiz – Hotels	<i>Quiz</i>	15 points

#### ***Unit 4: Restaurants and Food Service***

##### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Describe different types of food-related businesses.**
- \* **Define and understand the front of the house versus the back of the house.**
- \* **Discuss the functions of the front and back of the house.**
- \* **Examine the importance of menus in the operation of a restaurant.**
- \* **Consider how managed services differ from restaurants.**

##### **ASSIGNMENTS:**

Restaurants and Food Service: Unit Text Questions	<i>Homework</i>	10 points
Restaurants and Food Service: Online Hospitality & Tourism Lab Questions	<i>Homework</i>	10 points
Unit 4 Discussion Assignment 1	<i>Discussion</i>	5 points

Unit 4 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 4 Quiz – Restaurants and Food Service	<i>Quiz</i>	15 points

### ***Hospitality & Tourism Midterm Exam***

#### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Review information acquired and mastered from this course up to this point.**
- \* **Take a course exam based on material from the first five units in this course**  
(Note: You will be able to open this exam only one time.)

#### **ASSIGNMENT:**

Hospitality & Tourism Midterm Exam	<i>Exam</i>	<b>50 points</b>
Midterm Discussion Assignment	<i>Discussion</i>	5 points

### ***Unit 5: Travel Planning***

#### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Define tourism and identify the different aspects of tourism.**
- \* **Discuss the impact of tourism.**

- \* Examine some of the factors that influence tourism.
- \* Discuss ecotourism and its place in the tourism industry.
- \* Evaluate some of the different career positions in tourism promotion.

#### ASSIGNMENTS:

Travel Planning: Unit Text Questions	<i>Homework</i>	10 points
Travel Planning: Online Hospitality & Tourism Lab Questions	<i>Homework</i>	10 points
Unit 5 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 5 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 5 Quiz – Travel Planning	<i>Quiz</i>	15 points

#### *Unit 6: Event Planning and Conventions/Exhibitions*

##### Objectives:

Upon completion of this unit, you will be able to:

- \* Identify and compare some of the different types of meetings and events.
- \* Discuss career areas in the field of event planning.
- \* Examine some of the steps in planning an event.
- \* Consider some of the steps in marketing an event.
- \* Learn about some of the tasks involved with managing an event.

#### ASSIGNMENTS:

Event Planning and Conventions/Exhibitions: Unit Text Questions	<b>Homework</b>	10 points
Event Planning and Conventions/Exhibitions: Online Hospitality & Tourism Lab Questions	<b>Homework</b>	10 points
Unit 6 Discussion Assignment 1	<b>Discussion</b>	5 points
Unit 6 Discussion Assignment 2	<b>Discussion</b>	5 points
Unit 6 Quiz – Event Planning and Conventions/Exhibitions	<b>Quiz</b>	15 points

### ***Unit 7: Theme Parks and Recreation***

#### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Explain leisure and recreation and their place in modern society.**
- \* **Compare for-profit and nonprofit recreation sites.**
- \* **Identify types of government-sponsored, nonprofit, and commercial recreation.**
- \* **Examine the history of amusement and theme parks.**
- \* **Discuss the role and responsibilities of amusement and theme park managers.**

#### **ASSIGNMENTS:**

Theme Parks and Recreation: Unit Text Questions	<b>Homework</b>	10 points
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Theme Parks and Recreation: Online Hospitality & Tourism Lab Questions	<b>Homework</b>	10 points
Unit 7 Discussion Assignment 1	<b>Discussion</b>	5 points
Unit 7 Discussion Assignment 2	<b>Discussion</b>	5 points
Unit 7 Quiz – Theme Parks and Recreation	<b>Quiz</b>	15 points

### **Unit 8: Cruise Ships and Resorts**

#### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Discuss the similarities and differences between cruise ships and ocean liners.**
- \* **Understand cruise ship terminology and cabin choices.**
- \* **Examine some of the changes and challenges cruise ships are facing.**
- \* **Identify some different types of resorts.**
- \* **Discuss how resorts are handling common issues and challenges.**

#### **ASSIGNMENTS:**

Cruise Ships and Resorts: Unit Text Questions	<b>Homework</b>	10 points
Cruise Ships and Resorts: Online Hospitality & Tourism Lab Questions	<b>Homework</b>	10 points



Unit 8 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 8 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 8 Quiz – Cruise Ships and Resorts	<i>Quiz</i>	15 points

### ***Hospitality & Tourism Final Exam***

#### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Review information acquired and mastered from this course up to this point.**
- \* **Take a course exam based on material from units six to ten in this course – the last five units. (Note: You will be able to open this exam only one time.)**

#### **ASSIGNMENT:**

Hospitality & Tourism Final Exam	<i>Exam</i>	<b>50 points</b>
Class Reflection Discussion Assignment	<i>Discussion</i>	10 points