

HTM 100 – Principles of Hospitality and Tourism Management

Course Description

Provides an overview of the hospitality industry, career opportunities, international perspective on the travel and tourism industry, and a comprehensive look at each department in the food service, lodging, and travel industries. Basic management theories will also be explored within the context of the industry.

Instructional Materials

Walker, J. R. (2013). *Introduction to hospitality* (6th ed.). Upper Saddle River, NJ: Pearson/ Prentice Hall.

Course Learning Outcomes

1. Discuss various career opportunities in the food service and lodging industries.
2. Describe the significant trends impacting the hospitality industry.
3. Categorize the different types of hotels.
4. Differentiate the operations and functions of departments common to most hotels.
5. Compare and contrast the general characteristics of quick service, mid-scale, upscale, and fine-dining restaurants
6. Analyze the basic procedures involved in managing a restaurant operation.
7. Determine the impact of computerization on food service and lodging operations, particularly in the areas of reservations, accounting, personnel management, and the recording of sales transactions.
8. Analyze the interdependence of the food service, lodging, and meetings segments of the hospitality industry.
9. Discuss the nature of and the various activities related to gaming entertainment.
10. Demonstrate the role that customer-based quality service plays in the success of the hospitality enterprise.
11. Determine the critical leadership skills needed for successful operations of companies in the hospitality industry.
12. Use technology and information resources to research issues in hospitality and tourism management.
13. Write clearly and concisely about hospitality and tourism management using proper writing mechanics.