

# **Hospitality & Tourism 1: Traveling the Globe Course Syllabus**

## **What you will learn in this course**

### **Hospitality & Tourism: Traveling the Globe**

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.

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

Do you like meeting new people? Do you find it enjoyable to help people? Do you like to travel and see different parts of the world? If so, you may be interested in a career in the hospitality and tourism industry. This unit will introduce the industry and the various types of businesses within it. We'll learn more about the development and history of the hospitality and tourism industry, and we'll also discuss some of the current trends affecting it today.

#### **What will you learn in this unit?**

- 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.

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

Do you think you'd like to work in the hospitality and tourism industry? In this unit, we will examine some of the career areas available to people. We'll learn more about career paths and what these typically look like in hospitality and tourism businesses. We'll also discuss some of the characteristics that employers look for in employees and discuss some tips that people can use to obtain careers in hospitality- or tourism-related fields.

#### **What will you learn in this unit?**

- 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.

### **Unit 3: Hotels**

Lodging is one of the earliest-known sectors of the hospitality and tourism industry. From ancient societies to modern times, people have needed places to stay and sleep when they are away from home. In this unit, we will explore the hotel sector of the hospitality and tourism industry, and we'll learn about some of the different types of lodging. We'll also discuss some of the common departments in hotels and what these departments are responsible for in the hotel's operation. Finally, we'll discuss room counts and the practice of overbooking rooms.

#### **What will you learn in this unit?**

- 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.

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

Convenience has become a hallmark of the modern world. Nowhere is this truer in the hospitality industry than with restaurants and other food service businesses. More than ever, people are eating outside their homes, whether this involves a short trip to a restaurant down the street or as part of a longer trip outside of someone's local area. In this unit, we will examine the restaurant and food services sector of the hospitality and tourism industry. We will discuss some of the different types of restaurants, examine the front and back of the house, and investigate how restaurants differ from managed services.

#### **What will you learn in this unit?**

- 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.

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

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

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

Since ancient times, people have been interested in seeing the world around them. Although our methods for travel have changed dramatically since then, many people still travel far away from their homes to see new places and experience different cultures. In this unit, we will examine some of the aspects of tourism and travel planning that make up this area of the hospitality and tourism industry. We will consider some of the factors that influence travel and the impact that travel can have on everyday life. We'll also examine career options in the area of tourism and how these career positions are changing in today's world.

### **What will you learn in this unit?**

- 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.

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

The field of event planning is a growing one within the hospitality and tourism industry. Events, including festivals, sporting events, and conventions, have become big business around the world. Event planners and event managers are integral parts of the event business, helping to ensure that each event occurs successfully. In this unit, we will learn more about this field and the process of planning and managing an event.

### **What will you learn in this unit?**

- 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.

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

How do you unwind and relax? Today, we do many things to help us cope with the modern stressors that we face in areas like workplaces and school. This unit focuses on the recreation and leisure sector of the hospitality and tourism industry. We will learn about government-sponsored, nonprofit, and commercial recreation sites, and we will examine the history of the amusement park. We will also learn more about the responsibilities and challenges of managing an amusement or theme park.

### **What will you learn in this unit?**

- 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.

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

In some areas of the hospitality and tourism industry, guests are “captive” in the sense that they spend a great deal of their vacation on the premises of the hospitality and tourism business. Two examples of this are cruise ships and resorts, which both cater to a complete vacation experience for guests. In this unit, we will learn more about these two types of hospitality and tourism businesses, including their development and some of the challenges that these businesses face in today’s society.

### **What will you learn in this unit?**

- 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.

## **Hospitality & Tourism Final Exam**

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