

HCTM 120 - Intro to Hospitality Management Course Outline

Approval Date: 12/12/2019

Effective Date: 08/14/2020

SECTION A

Unique ID Number CCC000502869

Discipline(s)

Division Career Education and Workforce Development

Subject Area Hospitality, Culinary & Tourism Management

Subject Code HCTM

Course Number 120

3. Course Content

- A. Introduction to the Hospitality Industry:
 - a. History and scope of the hospitality industry.
 - b. Local economic impact of the wine hospitality and tourism industries.
 - c. Careers in the industry.
 - d. Link between hospitality and travel and tourism.
 - e. Major segments and specialization of the industry.
 - f. Industry experts as guest speakers.
- B. Lodging:
 - a. Lodging facilities, including hotels/motels/bed & breakfast inns, and full-service resorts.
 - b. Front of the house and back of the house operations.
 - c. Food and Beverage operations.
- C. Restaurants/Food and Beverage:
 - a. Restaurant business and restaurant operations.
 - b. Food service industry.
 - c. Food Service management and managed services.
- D. Recreation/Travel and Tourism:
 - a. Operation of recreational facilities such as wineries, golf resorts, spas, theme parks, and clubs.
 - b. Wine hospitality business.
 - c. Recreational events, such as bicycling events and golf outings.
 - d. Meetings, conventions, exhibitions, banquets, and other events.
 - e. Travel agencies and concierge desks.
 - f. Gaming entertainment industry.
- E. Operations:
 - a. Leadership and management in the industry.
 - b. Hospitality marketing.
 - c.

conducting a review of the restaurant experience.

Mid Term --

Additional assessment information:

Completion of all assigned homework and chapter tests, including material covered in lectures, and by guest speakers.