Effective Semester / Session: Spring 2011

Type of Action:  
- New
- Modification [X]
- Move to Inactive (Stop Out)
- Cancellation

Course Alpha and Number: TS 103

Course Title: Introduction to the Hospitality Industry

Reason for initiating, revising, or canceling:
This course guide is being updated to reflect changes in the purpose of the course, catalogue course description, instructional resources needed, course outline, instructional goals, student learning outcomes, and the textbook, and the addition of assessment measures.

Lawrence Lee  
Proposer  
Date: 3/9/11

Dr. John Griffin  
Department Chair  
Date: 2/11/11

Barbara K. Merril  
Dean of Academic Programs and Services  
Date: 3/11/11
1. **Department:** Business

2. **Purpose**
   This course takes a management perspective in introducing students to the organization, structure, and general operation of hotels, restaurants, clubs, cruise ships, and casino hotels. Topics include franchising, management contracts, business ethics, and areas of management responsibility such as human resources, marketing and sales, and advertising. Students are also exposed to various career opportunities in the hospitality industry, and the knowledge and technical skills needed to effectively manage hospitality operations.

3. **Description**

   **A. Required/Recommended Textbook(s) and Related Materials**
   Readability level: Grade 10

   **B. Contact Hours**
   Lecture: 3 hours per week / 45 per semester

   **C. Credits**
   1. **Number:** 3
   2. **Type:** Regular Degree Credits

   **D. Catalogue Course Description**
   This course takes a management perspective in introducing students to the organization, structure, and general operation of hotels, restaurants, clubs, cruise ships, and casino hotels. Topics include franchising, management contracts, business ethics, and areas of management responsibility such as human resources, marketing and sales, and advertising. Students are also exposed to various career opportunities in the hospitality industry, and the knowledge and technical skills needed to effectively manage hospitality operations. English Placement Level: EN 093/094. Math Placement Level: None. (Offered Spring)

   **E. Degree or Certificate Requirements Met by Course**
   This course is a required course for the A.A.S. degree in Hospitality Management.
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F. Course Activities and Design
Instructional activities for the course include lectures, discussions, videos, demonstrations, group activities, field trips, projects, guest speakers, and individual assignments.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)
Prerequisite: None
English Placement Level: EN 093/094
Math Placement Level: None

5. Estimated Cost of Course; Instructional Resources Needed
Cost to the Student: Tuition for a three-credit course, cost of the textbook, and the student activities fee.

Cost to the College: Instructor’s salary.

Instructional resources needed for this course include instructor’s computer system and software, printer, multimedia projector and projection screen, DVD and VCR players, flash drive, whiteboard, whiteboard markers, photocopied handouts, and appropriate reference materials.

6. Method of Evaluation
Student grades will be based on the regular letter grade system as described below:

A: Excellent – grade points: 4.0
B: Above average – grade points: 3.0
C: Average – grade points: 2.0
D: Below average – grade points: 1.0
F: Failure – grade points: 0.0

NMC’s grading and attendance policies will be followed.
7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

1.0 Service Makes the Difference
   1.1 What is service?
   1.2 Challenges in managing and marketing service businesses
   1.3 Achieving superior service in a less-than-perfect world
   1.4 The strategic service vision
   1.5 Delivering on the service promise
   1.6 Keys to delivering good service

2.0 The Travel and Tourism Industry
   2.1 The changing world
   2.2 The nature of the travel and tourism industry
   2.3 Interrelationships within the travel and tourism industry
   2.4 Why people travel
   2.5 The social impact of travel

3.0 Exploring Hospitality Careers
   3.1 Hospitality today
   3.2 Careers in the hospitality industry
   3.3 Career options
   3.4 Looking for a job

4.0 Understanding the Restaurant Industry
   4.1 Today’s restaurant industry
   4.2 Restaurant industry segments
   4.3 Building a successful restaurant

5.0 Restaurant Organization and Management
   5.1 Organizing for success
   5.2 Financial controls
   5.3 Operational controls

6.0 Understanding the World of Hotels
   6.1 Hotels: A dynamic industry
   6.2 Hotel guest segments
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6.3 Hotel categories
6.4 Hotel ownership
6.5 Developing and planning new hotels

7.0 Hotel Organization and Management
7.1 How is a hotel organized?
7.2 Revenue centers
7.3 Cost centers
7.4 ADA compliance
7.5 Financial controls
7.6 Quality controls

8.0 Club Management
8.1 Background on clubs
8.2 Types of clubs
8.3 Club ownership
8.4 Club organization
8.5 Club operations

9.0 An Introduction to the Meetings and Conventions Industry
9.1 Types of meetings
9.2 The roles of civic and government organizations
9.3 Where meetings are held
9.4 The meeting planning process
9.5 Meetings and conventions industry careers

10.0 Floating Resorts: The Cruise Line Business
10.1 Early cruises
10.2 The birth of modern cruising
10.3 Cruise ship organization
10.4 Seabourn: A case study in quality management

11.0 Gaming and Casino Hotels
11.1 The story of gaming
11.2 Casino hotel organization and management
11.3 Casino operations

12.0 Managing and Leading Hospitality Enterprises
12.1 A manager's job
12.2 The evolution of management theory
12.3 Reengineering
12.4 The importance of leadership
13.0 Managing Human Resources
   13.1 Labor trends
   13.2 Human resources programs
   13.3 Establishing productivity standards
   13.4 Recruiting, selecting, training, motivating, retaining, and evaluating employees

14.0 Marketing Hospitality
   14.1 The marketing concept
   14.2 Sales management and personal selling
   14.3 Advertising
   14.4 Public relations and publicity
   14.5 Sales promotions
   14.6 Leveraging your marketing dollars

15.0 How Management Companies Manage Hotels
   15.1 Why management companies exist
   15.2 The evolution of management companies
   15.3 Management contracts

16.0 Franchising is Big Business
   16.1 What is a franchise?
   16.2 The history of franchising
   16.3 How franchising works
   16.4 Owning a franchise
   16.5 Franchising issues

17.0 Ethics in Hospitality Management
   17.1 What is ethics?
   17.2 Social responsibility and business ethics
   17.3 Ethical issues in hospitality
   17.4 Must there be a code of ethics?
8. Instructional Goals

This course will introduce students to:

1.0 The definition of quality service and the importance of service as a basis for successful competition in the hospitality industry;

2.0 Reasons people travel, current travel trends, and types of travel research;

3.0 The makeup and size of the lodging industry, and the general organizational structure found in lodging properties;

4.0 The size of the restaurant industry and the various restaurant industry segments;

5.0 The ways hotels can be owned and operated, including chain hotels and independent hotels, how hotels are organized, and the various ways hotels can be categorized;

6.0 How a cruise ship is organized, and the development of the cruise industry;

7.0 The history of gaming, casino hotels, and casino operations;

8.0 Current labor trends affecting the hospitality industry and the elements of a good human resources program;

9.0 The difference between marketing and selling, advertising, public relations and publicity, and sales promotions; and

10.0 The various career opportunities available in the hospitality industry, and the knowledge and technical skills needed to effectively manage hospitality operations.
9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

1.0 Define quality service, and describe and evaluate the importance of service as a basis for successful competition in the hospitality industry;

2.0 Summarize reasons why people travel, current travel trends, and types of travel research;

3.0 Describe in general terms the makeup and size of the lodging industry, and the general organizational structure found in lodging properties;

4.0 Describe in general terms the size of the restaurant industry, and list the various restaurant industry segments;

5.0 Explain the ways hotels can be owned and operated, including chain hotels and independent hotels, how hotels are organized, and the various ways hotels can be categorized;

6.0 Explain how a cruise ship is organized, and describe the development of the cruise industry;

7.0 Summarize the history of gaming, and describe casino hotels and casino operations;

8.0 Identify current labor trends affecting the hospitality industry, and identify and describe the elements of a good human resources program;

9.0 Distinguish marketing from selling, and describe and give examples of advertising, public relations and publicity, and sales promotions; and

10.0 Describe the various career opportunities available in the hospitality industry, and the knowledge and technical skills needed to effectively manage hospitality operations.
10. Assessment Measures

Assessment of student learning may include, but not be limited to, the following:

1.0 Class attendance and participation;
2.0 Homework assignments;
3.0 In class exercises;
4.0 Quizzes and examinations; and
5.0 Projects.