

COURSE OUTLINE

Introduction to Tourism & Hospitality
Course Title

TH 100
Dept. Course No.

I: COURSE DESCRIPTION:

This course will provide a general overview into the tourism and hospitality industry. The students will explore different segments of tourism and hospitality including lodging, restaurant and services and convention management. It will examine and compare careers and operational areas in the hospitality industry. This course will also examine the relationship between the hospitality industry and the community around it. This may include employment in supporting industries, the impact on infrastructure, and the pressures on the natural environment.

II. SEMESTER CREDITS: 3

III. CONTACT HOURS PER WEEK:	<u>3</u>	<u>0</u>	<u>3</u>
	Lecture	Lab.	Total

IV. PRE-REQUISITE: None..

V. STUDENT LEARNING OUTCOME:

Upon completion of the course, the student
Will be able, with 65% accuracy to:

VI. COURSE CONTENT:

1. Define and give examples of various forms of tourism.

A. Tourism

1. History
2. Purposes
3. Forms
4. Eco-Tourism, leisure
Travel and other
Reasons for traveling

2. Define and give examples of hospitality in its varied forms.

B. Hospitality Services

1. Lodging
 - a. Forms
 - b. Levels
2. Food and Beverages
3. Institutional

3. Chart the organizational structure of hotels, restaurants, and tour based companies.

C. Organizational Structure

1. Department
 - a. Purpose
 - b. Function

4. Examine the relationship of the industry with the community around it.

5. Set goals for his/her future with consideration of the tourism industry and its employment opportunities.

D. Relationship and Influences

1. Infrastructure
2. Culture
3. Lifestyle
4. Pressure on Environment
5. Control Negative Effects

E. Trends

1. Tourism in Palau/ Micronesia
2. Associated Opportunities
3. Accommodations
4. Travel
5. Services provided

VII. EQUIPMENT AND MATERIALS:

- a. Routine Classroom Materials
- b. Vehicle for class field trips
- c. Boat for class field trips

VIII. TEXTS AND REFERENCES:

A. Text.

Walker, John R. Introduction to Hospitality. 4th Edition, Upper Saddle River, New Jersey; Pearson Prentice Hall, 2006

B. References:

Angelo, Rocco M. An Introduction to Hospitality Today. USA: Educational Institute of the American Hotel and Motel Association, 1998.

IX. METHOD OF INSTRUCTION:

- A. Lecture
- B. Field Observations
- C. Guest Speaker
- D. Class Discussion

X. METHOD OF EVALUATION:

Components	Points
A. Tests (4)	40
B. Final Exam	20
C. Journal	20
E. Reaction Paper	10
F. Participation	10
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Total =	100

Transmutation of percent to letter grade is as follows:

Points	Letter Grade
90 - 100	A
80 - 89	B
70 - 79	C
65 - 69	D
0 - 64	F

Course Level Achievement

Form B

(Used for all program courses except shop courses)

TH 100 – Introduction to Tourism and Hospitality

Student Name: _____

Sem/Yr. _____

Instructor's Name (Print) : _____

Directions: Please evaluate the student using the rating scale below and check the appropriate numbers to indicate the degree of competency. The numerical ratings of 5, 4, 3, 2, and 1 are not intended to represent the traditional school grading system of A, B, C, D, and F, the descriptions associated with each of the numbers focus on the level of student performance for each of the competencies listed below.

Rating Scale:

- 5. Excellent.
- 4 Above Average
- 3 Average
- 2 Below Average
- 1 Unacceptable

Competencies/Student Learning Outcome

Competency 1: Discuss general overview of tourism and hospitality industry its history, purpose, characteristics and careers in the industry.

5	Discuss the tourism and hospitality industry <ul style="list-style-type: none">a. historyb. purposec. characteristicsd. careers Complete all tasks with 90- 100% accuracy
4	Complete all the tasks with 80-89% accuracy.
3	Complete all the tasks with 70 – 79% accuracy.
2	Complete all the tasks with 65 – 69% accuracy
1	Complete all the tasks with 64% or below accuracy

Competency 2: Discuss the aspects of lodging and operations.

5	<ul style="list-style-type: none"> a. Discuss the diverse aspects of lodging and operations in the industry. b. Discuss room division. c. Discuss food and beverage division. <p>Complete all tasks with 90 – 100% accuracy.</p>
4	Complete all the tasks with 80 – 89% accuracy.
3	Complete all the tasks with 70 – 79% accuracy.
2	Complete all the tasks with 65 – 69% accuracy.
1	Complete all the tasks with 64% or below accuracy.

Competency 3: Discuss traveler's needs and interests.

5	<ul style="list-style-type: none"> a. Discuss fully the travelers needs and interest.. b. Explain the relationship of recreation and leisure to wellness. c. Discuss various types of recreational clubs, the major US theme parks. d. Discuss various controversies sorrounding the gaming entertainment industry and assembly management. <p>Complete all tasks with 90 – 100 % accuracy.</p>
4	Complete all the tasks with 80 – 89% accuracy
3	Complete all the tasks with 70-79% accuracy.
2	Complete all the tasks with 65 – 65% accuracy.
1	Complete all the tasks with 64% or below accuracy.

Competency 4: Discuss back of the house operation.

5	<ul style="list-style-type: none"> a. Discuss fully the back of the house operation. b. Explain transactional and transformational leadership. c. Discuss the SWOT analysis of marketing and the human resource management issues. <p>Complete all tasks with 90 – 100% accuracy.</p>
4	Complete all the tasks with 80 – 89% accuracy.
3	Complete all the tasks with 70 – 79% accuracy.
2	Complete all the tasks with 65 – 69% accuracy.
1	Complete all the tasks with 64% or below accuracy.

Competency 5: Examine the relationship of the industry with the community around it.

5	a. Examine the relationship of the industry with the community around it. b. Discuss issues related to infrastructure, culture, and lifestyle. c. Discuss the pressure related to environment Complete all the tasks with 90 – 100% accuracy.
4	Complete all the tasks with 80 – 89% accuracy.
3	Complete all the tasks with 70 – 79% accuracy.
2	Complete all the tasks with 65 – 69% accuracy.
1	Complete all the tasks with 64% or below accuracy.

I certify that the student has completed all the competencies in this course and has achieved ratings as shown above.

Instructor's Signature

Date