

El Paso Community College
Syllabus
Part II
Official Course Description

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| SUBJECT AREA | Hospitality Operations |
| COURSE RUBRIC AND NUMBER | HAMG 1321 |
| COURSE TITLE | Introduction to Hospitality Industry |
| COURSE CREDIT HOURS | 3 3 : 0 |
| | Credits Lec Lab |

I. Catalog Description

Provides an exploration of the elements and career opportunities within the multiple segments of the hospitality industry. Studies the industry's growth and development, the organization of food and beverages, hotel, travel, and tourism operations, career opportunities, and future trends. **(3:0)**.

II. Course Objectives

Upon satisfactory completion of this course, the student will be able to:

A. Unit I. Introduction to the Hospitality Industry

1. Explain why both field experience and education are so important to your future careers in the hospitality industry.
2. List the businesses involved in the hospitality industry.
3. Describe the national employment opportunities available to workers in the hospitality industry and relate the employment opportunities available in the El Paso area.
4. Analyze your own career path and goals as they stand today, and indicate the reasons behind you choosing to pursue a career in the hospitality industry.
5. Describe the three general objectives of an employee in the hospitality industry.
6. Prepare a personal employment strategy.

B. Unit II. Food Service

1. Describe how varied businesses are within food service and explain the difference between the eating and dining markets.
2. Explain what is meant by the term "publics" as it applies to the food service industry.
3. Relate the role that the food service manager must play and describe the importance of hospitality to your operation.
4. List the three kinds of full-service restaurants.
5. Define what is meant by the term specialty restaurant, describe the model after which specialty restaurant are patterned, and list the other kinds of specialty restaurants in operation today.
6. Compute the three main operating ratios.
7. Name the five goals that many food service operations have.
8. Outline each of the six general strengths of chain and franchise restaurants and describe the advantages of the independent operator.
9. Explain how the consumer affects the planning of a restaurant and relate the seven aspects of consumerism that affect the food service industry.
10. Describe what the restaurant industry may be like in the future; explain how the future may affect energy costs and food service, and relate how the future may affect competition within the food service industry.
11. Explain how the future may affect employment trends in the food service industry

12. Name the five required positions in food service and describe the functions and activities performed by employees in each of the five general positions.
13. Explain the intention of the organizational chart and design one.
14. Compare and contrast institutional and commercial food services.
15. Describe the types of institutional food service operations and explain who operates institutional food service operations.
16. Relate what career opportunities you see for yourself in the food service industry.
17. Identify functions related to management in the hospitality services industry
18. Explain restaurant's purpose and expectations.
19. Maintain reservation system.

C. Unit III. Lodging

1. Describe the seven different location-oriented categories of lodging properties.
2. Name the three functional definitions of lodging properties and compare and contrast the different uses of lodging.
3. Explain how lodging can become a community institution.
4. Compare the advantages and disadvantages of lodging franchise, chain, and independent systems.
5. Outline the major functional departments in a lodging operation and relate the operations of each functional department.
6. Describe what four categories of undistributed operating expenses must be deducted in order to determine overall property efficiency and compute the four key operating ratios.
7. List and describe the function of the three main elements of a property management compute system, describe what is meant by interfaces, and list five major uses for technology in hotels today.
8. Describe the economic dimensions of a hotel business and relate the three major considerations of a hotel investment decision.
9. Describe fragmentation and segmentation as they relate to lodging trends and explain how competitive tactics can be used in the lodging industry.
10. List the two main economic forces that will continue to shape travel and tourism and relate the expected future demand for hospitality services.
11. Describe the entry points and careers available in hotel/motel operations and determine your own career path as it relates to the hospitality industry.

D. Unit IV. Travel, Tourism, and the Hospitality Industry

1. Name the four different perspectives of tourism that are vital to our attempt to define tourism and define key industry terms.
2. Explain the role of tourism in the hospitality industry and relate the many career opportunities available in tourism..
3. Describe the economic significance of tourism as it pertains to multiplier effect employment, publicity, and travel receipts.
4. Relate how tourism has developed over the ages, list trends that are pertinent to travel, and name three reasons why travel and tourism is growing rapidly.
5. Describe why the United States is considered an international tourist attraction.
6. Explain the positive and negative non-economic effects of tourism and describe the concept and implications of mass-market tourism.
7. Name the nine approaches to the study of tourism
8. Describe the present role that urban entertainment centers play in tourism today and relate the role that temporary attractions play in tourism today.
9. Provide examples of artificial environments and explain the role that the natural environment is playing in tourism today.
10. Describe the magnitude and importance of transportation organizations and the number of passengers carried yearly.
11. Define the role that travel agents play as channels of distribution.
12. List the many industry segments of tourism, examine the food service industry and describe its contribution to tourism.
13. Describe the major travel and tourism organizations: internationally, nationally, regionally, and locally and explain how national, regional and trade organizations are structured and operated.

14. Provide a written overview of franchising as a factor in the hospitality industry, comparing franchises with chain operations
15. List the seven most common characteristics of a franchising system and describe how it affects the franchisee and the franchiser.
16. Explain franchising as a marketing system utilizing the "four P's".
17. Describe how regulation affects a franchise agreement and name two recent trends in franchise marketing.

III. THECB Learning Outcomes (WECM)

1. Identify the segments and career opportunities in the hospitality industry.
2. Discuss current issues facing the hospitality industry.
3. Discuss the impact of customer service.

IV. Evaluation

A. Unit Assignments

1. Unit assignments are designed to give the student the tools needed to become competent in starting out in the travel industry.
2. Activities will be graded based on being complete and correct.
3. Assignments are due at the beginning of class unless otherwise instructed.
4. The student has the responsibility to complete assignments as outlined in this syllabus.
5. Web activities will be completed in the classroom when time permits or during open lab.

B. Unit Written Exams, Major Project, Assignments, and Attendance

1. There will be 6 written exams.
2. A major project will be assigned.
3. Completion of assignments and satisfactory attendance will be part of the evaluation of the competency of a student.

C. Final Evaluation

1. The course grade will be based on point scale for each item used in the evaluation.
2. The final grade will be determined by the percent of the total points accumulated during the course.

D. Grading Scale:

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| 900-1000 points (90 – 100%) | = | A | Incomplete | = | I |
| 800-0899 points (80 – 89%) | = | B | Withdrawal | = | W |
| 700-0799 points (70 – 79%) | = | C | | | |
| 600-0699 points (60 – 69%) | = | D | | | |
| 000-0599 points (0-- 59%) | = | F | | | |

E. Remediation

Students seeking additional help may obtain tutoring assistance from the instructor as time permits.

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult

with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.