



C-ID Descriptor

Introduction to Hospitality Management

Descriptor Details

- **Descriptor Title:** Introduction to Hospitality Management
- **C-ID Number:** 100
- **Units:** 3.0
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General Description

Structural overview of the hospitality industry; food and lodging, resorts, tourism enterprises, attractions, and related operations. Focus on orientation to customer service, cultural/economic trends, and career opportunities.

Prerequisites

None

Corequisites

N/A

Advisories

N/A

Content

1. History of Hospitality

2. Travel and Tourism Industry
3. Hospitality Careers
4. Food Service Operations
5. Restaurant Organization
6. Hotel Operations
7. Club Organization and Operation
8. Meetings Industry, Conventions and Expositions
9. Marketing and Selling
10. Managing Marketing Communications
11. Management Companies
12. Franchising
13. Ethics
14. Floating Resorts: The Cruise Line Business
15. Gaming and Casino Hotels
16. Managing and Leading Hospitality Enterprises
17. Recreation
18. Managed Services
19. Special Events Management

Lab Activities

N/A

Objectives

At the conclusion of this course the student should be able to:

- Describe the relationship of human/social need for hospitality services.
- Define the goals of various hospitality elements and related products and services.
- Describe the service relationship in terms of psychological needs and social-psychological experiences.
- Define the basic role of business in the field of hospitality.
- Identify major challenges to the hospitality industry.
- Describe opportunities for entry and advancement in the hospitality field.

- Identify key qualities, philosophies, or experiences associated with success in the field.

Evaluation Methods

May Include: Exams, Quizzes, Portfolio, Projects

Textbooks

Hospitality Today: An Introduction Educational Institute of the American Hotel and Lodging Association.; Angelo and Vladimir

Introduction to Hospitality, John R. Walker