

CUL 101 - TODAY'S HOSPITALITY INDUSTRY

- Identify their own areas of interest in the hospitality industry.
- Determine what qualities make for a successful hospitality business.

Course Description

This course is designed for students who wish to pursue a career in the hospitality industry. It introduces the student to segments of the industry and the different career tracks within each one. The course will acquaint the student with the rigors of hospitality and the particular nature of this people-oriented industry. A foundation course in the study of resort and resort settings, the course provides the student with an awareness of the unique problems associated with the development, management and marketing of a resort. Also, the seasonal nature of most resorts and the challenges presented by this issue are discussed. The nature and unique characteristics of the hospitality industry as a career choice are discussed. Group 2 course.

Credit Hours

3

Contact Hours

3

Lecture Hours

3

Recommended Prerequisites or Skills Competencies

Placement into MTH 08 or higher and ENG 99/108 or higher.

General Education Outcomes supported by this course

Communications - Direct

Course Learning Outcomes

Knowledge:

- Define the concepts of hospitality and service as they relate to the hospitality industry.
- Define the concepts of intangibility, perishability, perception, and quality as they relate to hospitality.

Application:

- Analyze current trends in the hospitality industry with emphasis on the relationship between hospitality and tourism.
- Report on the effectiveness of hospitality practices in the industry through direct contact with local hospitality businesses.

Integration:

- Compare local hospitality-related business practices with those of other successful businesses.

Human Dimension:

- Themselves as part of an industry that focuses on customer service.
- Reflect on the cultural impact of the hospitality industry.

Caring - Civic Learning:

- Describe their contributions as culinarians in the hospitality industry.

Learning How to Learn: