



Course Number and Title: HRI 101 Introduction to Hospitality

Campus Location:

Georgetown, Dover, Wilmington

Effective Date:

2019-51

Prerequisite:

MAT 010, ENG 090 concurrent or ENG 091 concurrent, SSC 100 or concurrent

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

Course Description:

This course provides a general overview of the hospitality industry. Emphasis is placed on the variety of operations, diversity of management, personal opportunities, and market segments.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Online Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Describe the various segments of the hospitality industry, including the service orientation and the overall sustainable impact of tourism on the global economy. (CCC 2; PGC 1, 4)
2. Describe the characteristics and functions of running lodging operations. (CCC 1, 2, 3; PGC 1, 4, 7)
3. Examine the characteristics and functions of running restaurant operations. (CCC 1, 2; PGC 1, 4, 7)
4. Illustrate and differentiate the basic elements of running private clubs, cruise operations, foodservice management services, recreation and attractions, gaming entertainment operations, the convention industry, and special events planning. (CCC 1, 2; PGC 1, 4, 7)
5. Explain the basic functions, roles, and responsibilities of management in the different areas of the hospitality industry. (CCC 1, 2; PGC 1, 6, 7)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Describe the various segments of the hospitality industry, including the service orientation and the overall sustainable impact of tourism on the global economy.
 1. Describe the characteristics of the hospitality industry.
 2. Explain the interrelated nature of hospitality and tourism.
 3. Discuss why service has become an important facet of the hospitality industry.
 4. Recognize ways to improve service.
 5. Explain corporate philosophy and total quality management.
 6. Discuss professionalism, ethics, and career opportunities.
2. Describe the characteristics and functions of running lodging operations.
 1. Categorize different types of lodging establishments by type, location, and price.
 2. Describe hotel ownership and development via franchising and management contracts.
 3. Discuss the various operational areas of a lodging operation, and distinguish revenue centers from cost centers.
 4. Describe important lodging guest segments.
 5. Identify typical departments within a room's division, and detail front office responsibilities.
 6. Describe the types of hotel information technology.
 7. Recognize hotel key operating metrics.
 8. Discuss the complexities and challenges from a service perspective.
3. Examine the characteristics and functions of restaurant operations.
 1. Explain the classifications and characteristics of restaurants.
 2. Discuss restaurant ownership and development via independent, chains, and franchising.
 3. Describe the eating and/or dining market.
 4. Distinguish between the front- and back-of-the-house operations in terms of activity and responsibility.
 5. Describe major considerations needed in the production and serving of food and beverage.
 6. Outline and compute methods of labor and food cost analysis.
 7. Discuss typical restaurant information technology systems.
4. Illustrate and differentiate the basic elements of running private clubs, cruise operations, foodservice management services, recreation and attractions, gaming entertainment operations, the convention industry, and special events planning.
 1. Identify and distinguish types of clubs, and outline the organization and operation of a typical club, including the duties, responsibilities, and advancement opportunities of club managers.
 2. Describe typical revenue and cost sources for clubs.
 3. Describe the cruise line industry of today and its overall impact on the tourism industry.
 4. Explain how a cruise ship is organized and operated.
 5. Describe the gaming entertainment portion of the hospitality industry.
 6. Explain how a typical gaming entertainment operation is organized and operated.
 7. Provide an overview of the meetings, incentives, convention, and exposition (MICE) industry in terms of major players, venues, and management of revenue and cost areas.
 8. Discuss the key elements in special event orchestration.
 9. Describe the size and scope of the commercial recreation and attraction industry.
5. Explain the basic functions, roles, and responsibilities of management in the different areas of the hospitality industry.
 1. Identify the four functions of management as they relate to the hospitality industry.
 2. Discuss key characteristics and practices of leaders and managers.
 3. Describe the hospitality business environment with respect to goal setting and decision making.
 4. Provide benchmarks and examples of excellence in leadership, ethical conduct, and professionalism.
 5. Discuss levels of management and key management functions.
 6. Outline how technology can be used as a strategy for control and success.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Final Course Grade:

Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
Exams (4) (Equally Weighted) (Summative Assessments)	50%
E-Portfolio Project (3) (Equally Weighted) (Summative)	30%
Formative Assessments (Assignments/Activities/Quizzes, etc.)	20%
TOTAL	100%

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

1. Utilize management roles and interpersonal skills to lead/manage first level employees in a hospitality setting.
2. Prepare food and beverage menus for a variety of hospitality requirements considering price, quality, and selection.
3. Utilize knowledge of facilities management to aid in decision making.
4. Perform cost calculations and apply to decision making situations pertaining to factors of production.
5. Evaluate levels of food safety and sanitation to maintain a safe and sanitary work environment.
6. Integrate professional, ethical and legal standards into business practice.
7. Employ the various theories of management and marketing in a business.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.