

HTM 10010: Introduction to the Hospitality and Tourism Industry

Course Description

An overview of the basic dimensions of professionalism, customer service, sustainability, civic engagement, ethics, and the historical perspective that is integral to the hospitality and tourism industry. Students will also keep pace with current industry trends through guest lectures from executives of companies from foodservice, lodging, and tourism.

Pre-requisite

None

Course Objectives

At the completion of the course, the student will be able to:

Define ethical behavior and apply it to hospitality and tourism management.

Name the four behavioral styles and apply them to be a more effective hospitality and tourism industry professional.

Define the basics of customer service concepts in the hospitality and tourism industries.

Summarize the basic principles and concepts of sustainability in the hospitality and tourism industries.

Define professionalism and its importance to hospitality and tourism businesses.

Identify the pioneers that shaped today's hospitality and tourism industry.

Identify current issues in the Hospitality Industry by listening to Industry leaders.