



## 2016 SPRING SOL INTERNATIONAL SCHOOL

|   |  |   |  |
|---|--|---|--|
| <b>Course Name:</b><br>Global Introduction to Hospitality   | <b>Class Code:</b>                               | <b>Class Location:</b><br>W13 811   | <b>Semester &amp; Day(s):</b><br>Spring 2016: Wed 1500 – 1630<br>Fri 1330 – 1500 |
| <b>Professor:</b><br>Dr. Edward G. Mc Keown   | <b>Office &amp; Office Hours:</b><br>W7 Room 307 | <b>Textbook:</b> Materials provided by instructor   |  |
| <p><b>Course Description:</b> Overview of the 5 different elements of the hospitality industry and how they are intertwined with each other, discussion of current issues facing the 5 facets of the hospitality industry, each students in the course is a resource to the other, how to personally brand yourself, elements of risk in the industry and physical tours of facilities and guest speakers. There will always be continuous discussions of current guest needs, service quality, and the role of personnel in the hospitality industry.</p> <p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. Describe the history of the hospitality industry and the necessary dedication</li> <li>2. Understand current customer service needs and trends</li> <li>3. Know the terms used in hospitality operations</li> <li>4. Understand social impact of the travel industry</li> <li>5. Be aware of current hospitality career choices</li> <li>6. Understand the organization of the hospitality industry sectors</li> <li>7. Understand the importance of personal branding</li> <li>8. Understand risks and crises in the hospitality industry and have the ability to suggest solutions and act on accordingly</li> <li>9. Complete calculations in reference to food needs, guest occupancy at a hotel, transportation needs, and room capacities</li> </ol> <p><b>Course Assessments:</b> Weekly assignments, quizzes, participation, a midterm, and a final exam.</p> |  |   |  |
| <b>Grade Breakdown:</b> <ul style="list-style-type: none"> <li>● Homework &amp; Participation (10%)</li> <li>● Weekly Quizzes (10%)</li> <li>● Midterm (20%)</li> <li>● Final (40%)</li> </ul>  |  | <b>Grading Curve:</b> <ul style="list-style-type: none"> <li>A = 91%- 100%</li> <li>B = 81%-90%</li> <li>C = 71%-80%</li> <li>D = 61%-70%</li> <li>F = 60% or less</li> </ul> |  |

## COURSE CALENDAR

| Week/Days | Subject   | Weekly Activities  |
|-----------|---|--|
| 1         | <b>Orientation</b>                                  | The purpose of orientation is to provide you details on your course requirements and how to make the most of your online experience.   |
| 2         | <b>Hospitality and Service</b>                      | The hospitality industry—comprising of businesses that serve guests away from home- can be defined by its scope, mission and providers. This module will help you understand the nature of the hospitality industry, its overall service mission, and the many career paths you can opt to pursue, within this very dynamic and exciting industry.   |
| 3         | <b>Spirit of Service</b>                            | Increasingly strong competition within the hospitality industry and the continued clamor of guests for new and exciting experiences, has raised the importance service excellence plays in the success of any hospitality operation. This module will help you develop the kind of positive and caring guest service attitude that will enable you to outdo yourself each time. You will learn to recognize what constitutes and contributes to guest satisfaction and how, exceeding these standards, directly, correlate to your personal sense of achievement and success, as a hospitality practitioner. |
| 4         | <b>Tourism</b>                                      | Tourism is a 24 hours a day, 7 days a week, 52 weeks a year economic driver. This module will help you understand the economic impact of tourism and how it benefits you as it offers the greatest global employment prospects.  |
| 5         | <b>Lodging Sector Part 1</b>                        | Staying and working in a lodging establishment is exciting. This module will fuel this excitement by helping you understand the history of the lodging sector that has developed over time. You will also learn about the various types of lodging and discuss the latest trends within some of the top hotel companies around the world.  |
| 6         | <b>Lodging Sector Part 2</b>                        | There are many ways to classify and measure a lodging establishment. In this module, we will look at some of the main categories which include: lodging size, target market, level of service and ownership/affiliation.   |
| 7         | Midterm Exam<br><b>Hotel Operations and Careers</b> | <b>Midterm</b><br>A common saying in the hospitality industry is: "Guests want a total quality experience, not isolated pockets of service." This module outlines the duties and responsibilities of the key positions within a hotel that ensures guests have that total quality experience.  |
| 8         | <b>Food and Beverage Sector</b>                     | Around the world, the amount of money and time people spend on food/eating away from home is increasing. This module will look at different types of restaurants, and classify them into various fast growing segments.  |
| 9         | <b>Restaurant Operations and Careers</b>            | To operate a restaurant, it takes a team to make sure that standards of food purchased, produced and served, are consistently achieved, guided by carefully prepared and implemented budgets and forecasts. This module will give you an overview of the daily operations of a restaurant, and will highlight key positions within this sector.  |

|    |  |   |
|----|--|---|
| 10 | <b>The Cruise Sector</b>                     | This module will help you cruise through the history of this popular form of travel and discuss new trends in the cruise sector.  |
| 11 | <b>Cruise Operations</b>                     | Operating a cruise ship calls for all hands on deck. This module will review a ship's organization, operations and key positions, and will show career opportunities for those inclined towards this sector of the hospitality industry.  |
| 12 | <b>The Entertainment &amp; Gaming Sector</b> | This module explores the gaming and entertainment industry and highlights new developments with its convergence with the lodging and hospitality sector.  |
| 13 | <b>Conventions and Event Planning</b>        | This module gives an overview of the conventions and event planning sector and shows how it incorporates other sectors of hospitality and tourism. In addition, you will learn about the key positions and skills needed to succeed in this sector.   |
| 14 | <b>The Peaceful Traveler</b>                 | A hospitality professional is expected to demonstrate a peaceful attitude that appreciates and respects all cultures. These are important to be able to assist guests and travelers with an open mind and heart. This module will help you learn how to respect cultural differences, such that these differences will no longer make any difference. |
| 15 | Final Exam                                   | <b>Final Exam</b>   |