

# RECM 0040 - LEISURE ASPECTS OF THE HOSPITALITY INDUSTRY

## Catalog Description

Hours: 54 lecture

Description: Provide students with tools to review the structure and financial performances of the hospitality industry; food and lodging, resorts, tourism enterprises, attractions, and related operations. Focusing on orientation of customer service, cultural/economic trends, and career opportunities. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Compare employment opportunities between the hospitality field and other related recreation professions.
- CSLO #2: Analyze the relationship of human/social needs, physical needs, and intellectual needs for hospitality and recreation services.
- CSLO #3: Distinguish between management process for hiring, training, and developing personnel to create a safe effective business.

## Effective Term

Fall 2020

## Course Type

Credit - Degree-applicable

## Contact Hours

54

## Outside of Class Hours

108

## Total Student Learning Hours

162

## Course Objectives

1. Explain the relationship of human/social needs for hospitality services;
2. Define the goals of various hospitality elements and related products and services;
3. Explain the role of courtesy in service;
4. Identify and interpret various marketing roles in the field of hospitality;
5. Identify major challenges to the hospitality industry;
6. Distinguish between human resources management processes for hiring, training, and developing personnel;
7. Differentiate key qualities, philosophies, and experiences associated with success and failure in the field;
8. Define the basic role of financing in the field of hospitality.

## General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)

- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

## Articulation Information

- CSU Transferable

## Methods of Evaluation

- Objective Examinations
    - Example: Students will be given objective exams where learning can be measured to see if course objectives are being met.
- Examples: 1. List and describe the amenities offered in four different types of temporary lodging facilities. 2. True or false: The hospitality industry is currently the world's largest employer.

## Repeatable

No

## Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor will facilitate critical thinking exercises using case studies and role playing activities, in which students will discuss various scenarios presented and develop possible causes, prevention's and solutions.
2. Based upon a lecture presented by the instructor and assigned reading of a hospitality related article from a newspaper, magazine, or professional journal, the instructor will facilitate a directed learning activity in which students will differentiate content from the article and in class material presented by the instructor.
3. Business Plan Project and Presentation: Following an instructor lecture on business plan creations, students will create a business plan for a selected type of hospitality business. Work with a small group to create a presentation of this plan to the class which will include the following: executive summary, mission statement, goals and objectives, description of business, products and/or services being offered, target market, SWOT analysis, marketing strategy, and media selection.

Distance Learning

1. The instructor will provide an on-line lecture on the challenges of the hospitality industry. In a report, students will then identify the major challenges to the hospitality industry and post the reports for other instructor and other students to view and provide feedback.

## Typical Out of Class Assignments Reading Assignments

1. Read a chapter in textbook on hospitality on future trends in the hospitality industry, then record a list innovative products and/or services to meet the unique needs of future customers. 2. Read the book "A Complaint is a Gift: Recovering Customer Loyalty when Things Go Wrong" then write a personal reflection paper discussing four specific techniques that you learned and how you will apply them in your career as a hospitality professional.

## Writing, Problem Solving or Performance

1. Visit a hotel property of your choosing and conduct an informational interview and facilities tour with the general manager of the establishment, then write a 2-3 page paper summarizing the conversation and your observations. 2. Visit a restaurant in your local area and submit a 2-3 page paper summarizing your experience regarding service, quality of atmosphere, quality of food served and a statement of similarities of your experience to other guests. 3. In groups of 3-4 students, create a hospitality business plan; a Power Point presentation and; make a corresponding ten minute oral presentation.

## Other (Term projects, research papers, portfolios, etc.)

### Required Materials

- Hospitality: An Introduction
  - Author: Robert Brymer
  - Publisher: Kendall/Hunt Pub. Co.
  - Publication Date: 2018
  - Text Edition: 17th
  - Classic Textbook?:
  - OER Link:
  - OER:
- A Complaint is a Gift: Recovering Customer Loyalty when Things Go Wrong”
  - Author: Janelle Barlow and Claus Page
  - Publisher: Berrett-Koehler
  - Publication Date: 2009
  - Text Edition: 2nd
  - Classic Textbook?:
  - OER Link:
  - OER:

## Other materials and-or supplies required of students that contribute to the cost of the course.