

RECM 0100 - INTRODUCTION TO HOSPITALITY

Catalog Description

Hours: 54 lecture

Description: Overview of structure and financial performances of hospitality industry; food and lodging, resorts, tourism enterprises, attractions and related operations. Focus on orientation to customer service, cultural/economic trends and career opportunities. (CSU)

Course Student Learning Outcomes

- CSLO #1: Evaluate career opportunities in hospitality management and relate key qualities, philosophies, or experiences associated with success in the field.
- CSLO #2: Critique challenges and appraise the basic role of business and recreation practices in the field of hospitality.
- CSLO #3: Differentiate the various types of hospitality services and interpret their relationship to human and social needs.

Effective Term

Fall 2025

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

1. Describe the relationship of human/social need for hospitality services.
2. Define the goals of various hospitality elements and related products and services.
3. Describe the services and relationship in terms of needs and social-psychological experiences.
4. Define the basic roles of business and recreation in the field of hospitality.
5. Identify major challenges to the hospitality industry.
6. Describe opportunities for entry and advancement in the hospitality field.
7. Identify key qualities, philosophies, or experiences associated with success in the field.

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
- UC Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: Students will be prompted by the instructor for a discussion on the various products and services a full service hotel offers. Student will be asked to delve into the experiences offered and how they contribute to the social and psychological growth and or recharge of the guests. The students will be asked to evaluate the experiences.
- Projects
 - Example: Students will create a plan to revitalize an existing Hospitality operation that includes food service, meetings and hotel operations. The students will use a SWOT analysis, five forces model, or other related business evaluation models.
- Reports
 - Example: Students will analyze Gaming and Casino Hotels and complete a compare and contrast report between them and non gaming hotels.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. The instructor will deliver a lecture on the challenges with hotels, resorts, and restaurants in the off season and how they can pivot to find other opportunities for staff. The instructor will ask questions to the students and guide them through questions and information on the topic as to opportunities outside of the peak seasons. Example: mountain biking at Ski resorts in the summer.

Distance Learning

1. Instructor will prompt the students with a discussion based on the advancement in the service industry. Based on a interview experience students will be asked to give their thoughts and identify the key steps to advancement in the services industry.

Typical Out of Class Assignments Reading Assignments

Students will read from the Cornell Hospitality Quarterly on Robots in the hospitality industry and be prepared to discuss in class.

Writing, Problem Solving or Performance

Students will be given a case study on the impact of the COVID 19 shutdowns on the cruise industry and based on the study write a review on if the response was adequate.

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

Required Materials

- Introduction to Hospitality
 - Author: Walker, John R.
 - Publisher: Pearson
 - Publication Date: 2023
 - Text Edition: 9th
 - Classic Textbook?: No
 - OER Link:
 - OER:

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