



HRTM 1100 INTRODUCTION TO HOTEL, RESTAURANT, AND TOURISM MANAGEMENT MASTER COURSE SYLLABUS

Instructors will provide students with additional course-specific information, including attendance/makeup policies, assignment/test scheduling, and instructor contact information, as necessary and appropriate.

Prerequisite(s):	Program Admission
Co-requisite(s):	None
Term(s) Offered:	Fall
Class Hours:	3
Lab Hours:	0
Credit Hours:	3

Course Description

This course provides the student with an overview of occupations in the hospitality industry. Instructors emphasize the various segments of each occupation and the interrelated responsibilities for customer service which exist across the hospitality industry. Topics include development of the hospitality industry, food and beverage services, hotel services, meeting and convention services, management's role in the hospitality industry, and hospitality industry trends.

Course Competencies and Student Learning Outcomes

Overview of the Hospitality Industry and Tourism

Order	Description
1	Describe the characteristics of the hospitality industry.
2	Explain corporate philosophy.
3	Discuss the importance of service in the hospitality industry.
4	Define tourism.
5	Outline the important international and domestic tourism organizations.
6	Describe the economic impact of tourism.
7	Identify promoters of tourism.
8	List reasons why people travel.
9	Describe the sociocultural impact of tourism.
10	Describe ecotourism.

Lodging

Order	Description
1	Describe hotel ownership and development via hotel franchising and management contracts.
2	Classify hotels by type, location, and price.
3	Discuss the concept and growth of vacation ownership.
4	Name some prestigious and unusual hotels.
5	Outline the duties and responsibilities of key executives and department heads within the rooms division.
6	Draw an organizational chart of the rooms division of a hotel and identify the executive

- committee members.
- 7 Describe the main functions of the rooms division departments.
- 8 Describe property management systems and discuss yield management.
- 9 Calculate key rooms division operating ratios.
- 10 Outline the importance of the reservations and guest services functions.
- 11 List the complexities and challenges of the concierge, housekeeping, and security/loss prevention departments.
- 12 Describe the duties and responsibilities of a food and beverage director and key department heads.
- 13 Describe a typical day for a food and beverage director.
- 14 Calculate key food and beverage operating ratios.

Restaurants, Managed Services, and Beverages

Order	Description
1	Describe the different characteristics of chain and independent restaurants.
2	Identify some of the top chain and independent restaurants.
3	List the classifications of restaurants.
4	Differentiate characteristics of chain and independent restaurants.
5	Describe front of the house operations.
6	Explain how restaurants forecast their business.
7	Outline back-of-the-house operations.
8	Identify key elements of an income statement.
9	Name the key restaurant operating ratios.
10	Outline the functional areas and tasks of a restaurant manager's job.
11	Outline the different managed services segments.
12	Describe the five factors that distinguish managed services operations from commercial ones.
13	Explain the need for and trends in elementary and secondary school foodservice.
14	Describe the complexities in college and university foodservice.
15	Identify characteristics and trends in health care, business and industry, and leisure and recreation foodservices.
16	List and describe the main grape varieties.
17	Suggest appropriate pairings of wine with food.
18	Identify the various types of beer.
19	Identify the types of spirits and their main ingredients.
20	Explain a restaurant's liability in terms of serving alcoholic beverages.

Recreation, Theme Parks, Clubs, and Gaming Entertainment

Order	Description
1	Discuss the relationship of recreation and leisure to wellness.
2	Explain the origins and extent of government-sponsored recreation.
3	Distinguish between commercial and non-commercial recreation.
4	Name and describe various types of recreational clubs.
5	Identify the major U.S. theme parks.
6	Describe the operations of a country club.
7	Outline the history of the gaming entertainment industry.
8	Describe the various activities related to gaming entertainment.
9	Explain how gaming entertainment converges with the hospitality industry.
10	Discuss the different positions within the gaming industry.

Assemblies and Event Management

Order	Description
1	List the major segments of the convention industry.
2	Describe destination management companies.
3	Describe the different aspects of being a meeting planner.
4	Describe the different types of contractors.
5	Explain the different types of meetings, conventions, and expositions.
6	Discuss the various venues for meetings, conventions, and expositions.

- 7 Define a special event.
- 8 Describe what event planners do.
- 9 Classify special events.
- 10 Outline the skills and abilities required for event management.
- 11 Identify the main professional organizations and associations involved with the special event industry.

Required Textbook(s) and Materials

Students enrolled in this course are obligated to have the following:

Exploring the Hospitality Industry 2nd ed., (2012) John R. and Josielyn T. Walker; ISBN-10: 0135118859
ISBN-13: 9780135118856

Grading Scale

The grading scale is detailed in the *Catalog and Student Handbook* and listed below for reference. All faculty members follow this scale when assigning grades to reflect a given student's performance in the classroom.

Grade	Numerical Equivalent	Grade Point
A/A*	90-100	4
B/B*	80-89	3
C/C*	70-79	2
D/D*	60-69	1
F/F*	0-59	0

Effective Summer Quarter 2006, Athens Technical College replaced the S/U grading system used for learning support classes with an A*-F* grading system. The registrar uses an asterisk (A*, B*, C*, D*, F*, W*, WF*, WP*) to designate learning support course grades on transcripts and grade reports because these grades are not components of the term grade point average.

Academic Support Center:

The Academic Support Centers of Athens Technical College (ATC) provide free tutoring for enrolled students. Both instructors and peer tutors provide tutoring in almost all subjects offered by the college. Information about the Center is accessible via the ATC website at <http://www.athenstech.edu/StudentDevelopmentServices/AcademicSupportCenter>. To find out the specific services available on the Athens, Greene, and Walton Campuses, please call (706) 583-2839. To contact the Academic Support Center on the Elbert County Campus, please call (706) 213-2129.

Attendance

Regular class attendance is important and expected. The college considers both tardiness and early departure from class as forms of absenteeism. Students absent from class for any reason are still responsible for all work missed. Instructors have the right to determine whether work missed can be made up and have the liberty to set reasonable expectations for attendance based on frequency of class meetings and on the instructional delivery method, subject, type, and level of the class. Class attendance policies will be clearly stated for students by their respective instructors on separate documents (course outlines/schedules) or appendices to the master syllabus.

Course Withdrawal

Students may withdraw from a course without academic penalty until the midpoint of the term. Students withdrawing after the midpoint of the term receive grades of WP – Withdrawal Passing, or WF – Withdrawal Failing. Students who stop attending class(es) without formally withdrawing risk earning a final grade of F, which will appear on the academic transcript. Withdrawing from a course may impact financial aid status, academic standing, and GPA. Refer to the ATC *Catalog and Student Handbook* for further details. <http://www.athenstech.edu/Catalog/>

Course Technology

Course addendum will provide details concerning the use of technology in the course. Course schedule types include

web-enhanced – taught face-to-face; **online** – taught online using the internet, may require proctored exam; **hybrid** – class time is split between face-to-face and online; **video conference** – taught at two or more campus locations simultaneously with instructor located at one of the classroom locations. More details are available on the Athens Technical College website. <http://www.athenstech.edu/eLearning/CourseList.cfm>

Continuation of Instruction

In the event of severe weather or other emergency, students will be expected to continue participating in learning activities via ANGEL, Athens Technical College email, or other modality. Instructors will provide a plan for the continuation of instruction.

Work Ethics:

To fulfill the responsibility to teach essential workplace ethics, the college provides students instruction in, and evaluates students on, the following ten work ethics traits: attendance, character, teamwork, appearance, attitude, productivity, organizational skills, communication, cooperation, and respect. To best equip students for successful workplace experiences in their chosen profession, instruction and evaluation takes place in the context of their program of study.

Academic Honesty

Academic honesty is expected at all times. Any student found to have engaged in academic misconduct such as cheating, plagiarism, or collusion is subject to disciplinary sanctions as outlined in the Student Code of Conduct detailed in the *ATC Catalog and Student Handbook*. See the following link for the complete Academic Honesty policy.

<http://www.athenstech.edu/StudentAffairs/AcademicHonesty/Academic%20Honesty.pdf>

Students are also advised to complete the tutorial on Academic Honesty available here:

<http://www.athenstech.edu/StudentAffairs/AcademicHonesty>

Americans with Disabilities Act

It is our goal at Athens Technical College to provide equal access to education for all students. Any student with a documented disability is eligible to receive reasonable academic adjustments and auxiliary aids in the classroom and/or for testing at Athens Technical College, as long as appropriate documentation of the disability has been submitted to the Disability Services Office in a timely manner. Students can access the application packet on our website.

http://www.athenstech.edu/CurrentStudents/orientation/files/disability_services_application.pdf

Cell Phones and Electronic Devices

Cell phone use in the classroom for non-instructional purposes, with the exception of receiving emergency notifications, is prohibited.

Food/Drinks in Classroom

Food and beverages (other than water) are not allowed in classrooms/labs.

Communication with ATC Faculty and Staff

Students, faculty, and staff must use Athens Technical College email and ANGEL accounts for all college-related communications. Students are obligated to check their email and ANGEL accounts on a regular basis, preferably daily.

Warranty of Graduates

The Technical College System of Georgia warrants every graduate of technical programs in which students may earn technical certificates of credit, diplomas, or associate degrees. The warranty guarantees that graduates demonstrate the knowledge and skills and can perform each competency as identified in the industry-validated standards established for every program of study. If one of our graduates educated under a standard program or his/her employer finds that the graduate is deficient in one or more competencies as defined in the course/program standards, Athens Technical College will retrain the employee at no instructional cost to the employee or the employer. This guarantee is in effect for two years after graduation.

TEACH Act

According to the TEACH Act of 2002, Athens Technical College is obligated to advise you that instructional material included in this course may be subject to copyright protection. As such, you must not share, duplicate, transmit, or store

the material of this course beyond the purpose and time frame explicitly stated in the syllabus of your course. If you are not certain whether a particular piece of material is covered by copyright protection, you should contact your instructor and obtain his/her written clarification. Failing to observe copyright protection is a violation of law.