

## Part II: Using HTi in Your Course

HTi was not designed to be just another multimedia supplement for you to use with your course. The rich content, depth of information, and assessment activities are provided to encourage student engagement, improve student performance, and hold students accountable for their learning.

The overall goal of HTi is to improve student engagement and performance while accurately portraying this dynamic industry. The types and sequence of the learning materials included in each section of HTi were designed around a widely accepted instructional design model.

- The HTi character introductions were designed to **engage learners** while providing background information on the positions represented by the characters and possible career paths for each job.
- The learning modules were designed to **present key concepts and issues**.
- The activities at the end of each learning module were designed to help students **apply the key concepts** from each module.
- The *Test Your Understanding* assessments were designed to allow students to **share their factual recall** of the material presented.
- The reference books found in each topic area were created to **provide students a deeper understanding** of the material covered and to provide **additional resources for further exploration**.

The rest of this section will present tips for integrating HTi into your course.

## Engaging Students Outside of the Classroom

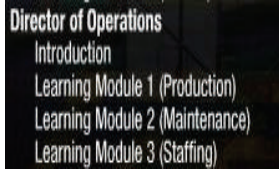
Using HTi Tip #1: In addition to (or in place of) reading assignments, have students visit the topic areas specific to the content being explored in class. At each topic area, have the students listen to select character introductions, complete the learning modules and activities, and read the reference books.

- Do you find that your students, in general, do not complete all of the reading assignments?
- Do your students often wait until just a few days before an exam to even begin reading the textbook?
- Does this lack of preparation by the students make it difficult to engage them in class discussions or activities?

HTi was designed to engage students in the topics, concepts, and ideas that are covered in a typical Introduction to Hospitality and Tourism course. This content is presented in an easy-to-understand and user-friendly format that encourages students to explore the material outside of class. In a series of student focus groups, students enjoyed working through these materials and felt the interaction with the characters increased their understanding of the demands and challenges of the industry.



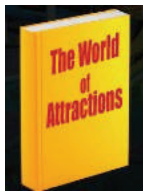
Each topic area introduces one or more employees ranging from a dishwasher in the restaurant to a housekeeper at a hotel or the owner of a rainforest tour company. When the student clicks on a character he or she will learn about the job being explored, a possible career path, and the educational background needed for that position.



Students can listen to the introduction for each character by clicking on the character directly or by selecting the Learning Modules icon. An introduction lasts one to two minutes and provides detailed information about the job, required/necessary background, and educational experiences necessary for success in that position.



Interactive learning modules present key information about each topic. Instead of having students read pages and pages of narrative text, HTi utilizes learning modules to present key topics. Each graphically rich and interactive learning module focuses on a single concept or topic and presents material in small chunks to improve student understanding and retention of the material.



The reference books listed in each topic area provide supplementary information on many subjects. To encourage further exploration of each topic, links to additional resources are also included.

In addition to (or in place of) reading assignments from the textbook, have students complete the Learning Modules for each topic area to prepare for class. The learning modules and reference books provide a tremendous amount of information. Because this material is presented in an interactive format, students become more engaged than they would be with a typical textbook. You should see an increase in students who have reviewed the course materials in preparation for class.

## Holding Students Accountable

Using HTi Tip #2: Use the learning modules to track student preparation for class and use the *Test Your Understanding* questions to track student work, engage them more fully with the course content, and test their understanding of key concepts.

- Do you ever quiz students before assigning reading material to see how much they know before studying the topic?
- Do you quiz students on reading assignments to make sure they mastered the material?

Using the *Test Your Understanding* material for quizzing purposes

- The *Test Your Understanding* questions are self-scoring and feed directly into the integrated gradebook. Both you and your students receive immediate feedback on how they did on these questions.
- If the questions are used as a pretest, the results can be used to assign specific topic areas or learning modules to cover the areas that students have not yet mastered.
- If the questions are used as a posttest, the results can be used to document whether students are prepared for class and are reviewing the appropriate materials.

Using the learning modules for assessment

- The results from each of the reinforcement activities are self-scoring and feed directly into the integrated gradebook. Both you and your students receive immediate feedback on the performance of each activity.
- If the reinforcement activity takes place preclass, the results can be used to assign specific topic areas or learning modules to cover the areas that students have not yet mastered. The information can also be used to enhance in-class activities or discover which students are not prepared for class.
- If the reinforcement activity takes place postclass, the results can be used to document whether students are processing the information and are able to apply the concepts to actual situations.

## Engaging Students During Class

Using HTi Tip #3: Use the multimedia resources during your classroom lectures to encourage student participation and discussion during class.

- Are you looking for multimedia materials to enliven your classroom presentation?
  - Would you like to encourage class discussions?
  - Are you looking for multimedia materials to make your online class come alive for students?
1. Use the character introductions to lead a discussion about job responsibilities and career options as you study the different sectors within the hospitality and tourism industry.
  2. Use the learning modules as presentation “slides” and have the class participate in the activities each learning module provides.
  3. Select a reference book and use examples from it to demonstrate difficult concepts, share experiences, or explore the history of various segments of the industry.
  4. Use one or more characters from the topic areas in lieu of guest speakers when local experts are not available.

A benefit of using HTi in your classroom presentations is that it will get students familiar with the platform. They will become more interested in what they see in class and will be more likely to use HTi outside of class.

## Student Learning Outcomes Achievable with HTi

General Course Learning Outcomes	Resources
1. Describe various career opportunities in the hospitality and tourism industry	<ul style="list-style-type: none"> <li>All topic areas; character introductions</li> </ul>
2. Apply key hospitality concepts in real-world contexts	<ul style="list-style-type: none"> <li>Learning module activities</li> </ul>
3. Critically analyze Websites and information	<ul style="list-style-type: none"> <li>Reference books</li> </ul>
4. Write and think critically about concepts and issues related to the hospitality industry	<ul style="list-style-type: none"> <li>Optional journal activities</li> </ul>
5. Retain key terms and factual information	<ul style="list-style-type: none"> <li><i>Test Your Understanding</i></li> </ul>

Topic Area: Tourism (Hutchinson Manor)	Resources
6. Describe the five segments of the hospitality and tourism industry	<ul style="list-style-type: none"> <li>LM1: Elements of the Tourism Industry</li> </ul>
7. Understand the importance of the multiplier effect	<ul style="list-style-type: none"> <li>LM3: Types of Tourism</li> </ul>
8. Discuss why people travel	<ul style="list-style-type: none"> <li>LM2: Types of Travelers</li> </ul>
9. Describe the different types of transportation and their impact on the tourism industry	<ul style="list-style-type: none"> <li><i>The Big Book of Travel and Tourism</i></li> </ul>
10. Discuss promoters of tourism and their importance to the industry	<ul style="list-style-type: none"> <li><i>The Big Book of Travel and Tourism</i></li> </ul>

Topic Area: Full-Service Hotel (Hutchinson Hotel)	Resources
11. Classify hotels by type, location, and price	<ul style="list-style-type: none"> <li><i>A GM's Guide to Hotel Properties</i></li> </ul>
12. Outline the duties and responsibilities of key executives	<ul style="list-style-type: none"> <li>General Manager LM1: The Executive Committee</li> </ul>
13. Describe the primary functions of the rooms division	<ul style="list-style-type: none"> <li><i>Welcome to the Front Office</i></li> </ul>
14. Describe key operating terms and ratios	<ul style="list-style-type: none"> <li>Front Office Manager LM1: Front Office Accounting Terms, and LM3: Yield Management</li> <li>Front Office Clerk LM 3: Night Audit</li> <li><i>Front Office Manager's Manual</i></li> </ul>
15. Discuss the steps in the reservation process	<ul style="list-style-type: none"> <li><i>Welcome to the Front Office</i></li> <li>Front Office Manager LM2: The Reservation Process/ Customer Service</li> </ul>
16. Explain the relationship of the engineering department to the rest of the hotel	<ul style="list-style-type: none"> <li>Engineer LM1: Engineering Terminology, and LM3:</li> </ul>

	Communicating Engineering Needs
17. Describe the function of a night audit	<ul style="list-style-type: none"> <li>• <i>Welcome to the Front Office</i></li> <li>• Front Office Clerk LM3: Night Audit</li> </ul>
18. Describe the role that food and beverage plays within the hotel	<ul style="list-style-type: none"> <li>• Food &amp; Beverage Director LM1: Why Offer Food and Beverage Service</li> </ul>
19. Describe the relationship of housekeeping to the rooms division	<ul style="list-style-type: none"> <li>• <i>Housekeeping Operations Manual</i></li> <li>• Executive Housekeeper LM1: A Day in the Life of the Executive Housekeeper</li> </ul>

Topic Area: Boutique Hotel (Lighthouse Hotel)	Resources
20. Describe the traits of an effective concierge	<ul style="list-style-type: none"> <li>• Concierge LM2: Concierge Skills and Duties</li> </ul>
21. Outline the proper procedures for maintaining guest security	<ul style="list-style-type: none"> <li>• <i>Security Department Training Manual</i></li> <li>• Security Director LM1: Security at the Front Desk, and LM2: Guest Privacy</li> </ul>
22. Outline the major components of the income statement, balance sheet, and statement of cash flows	<ul style="list-style-type: none"> <li>• Controller LM3: Financial Statements</li> </ul>
23. Identify examples of hotel security issues	<ul style="list-style-type: none"> <li>• <i>Security Department Training Manual</i></li> <li>• Security Director LM3: Theft</li> </ul>
24. Describe the different hotel classifications	<ul style="list-style-type: none"> <li>• <i>The GM's Guide to Hotel Properties</i></li> </ul>

Topic Area: Fine Dining (Vernon's Restaurant)	Resources
25. Perform computations using key food and beverage ratios	<ul style="list-style-type: none"> <li>• <i>Restaurant Ownership Handbook</i></li> </ul>
26. Describe the characteristics of chain and independent restaurants	<ul style="list-style-type: none"> <li>• General Manager LM1: Restaurant Concepts</li> </ul>
27. Define terms related to the front and back of the house	<ul style="list-style-type: none"> <li>• Server Assistant LM2: Restaurant Terminology</li> </ul>
28. Discuss the importance of a restaurant's location	<ul style="list-style-type: none"> <li>• General Manager LM3: Restaurant Location</li> </ul>
29. Describe the types of restaurant menus and the process of creating a menu	<ul style="list-style-type: none"> <li>• Chef LM3: Creating a Menu</li> </ul>
30. Identify moments of truth and describe how to handle an upset guest	<ul style="list-style-type: none"> <li>• Server LM1: Customer Service</li> </ul>
31. Discuss the different restaurant classifications	<ul style="list-style-type: none"> <li>• <i>Restaurant Ownership Handbook</i></li> </ul>

Topic Area: Casual Dining (Sea & Tea Café)	Resources
32. Discuss the importance of accurate forecasting	<ul style="list-style-type: none"> <li>• General Manager LM3: Forecasting</li> <li>• <i>Restaurant Operations Handbook</i></li> </ul>
33. List the key elements of the menu design process	<ul style="list-style-type: none"> <li>• General Manager LM2: Menu Analysis and Engineering</li> <li>• Server LM2: Types of Menus</li> </ul>
34. Explain why food safety is important	<ul style="list-style-type: none"> <li>• Cook LM1: Food Safety</li> </ul>
35. Describe and demonstrate suggestive selling	<ul style="list-style-type: none"> <li>• Server LM3: Suggestive Selling</li> </ul>
36. Describe the scheduling process	<ul style="list-style-type: none"> <li>• Chef LM1: Scheduling</li> <li>• <i>Production Schedule and Ordering Handbook</i></li> </ul>
37. Describe the characteristics of the front and back of the house	<ul style="list-style-type: none"> <li>• Server Assistant LM1: Terminology</li> </ul>
38. Describe the steps in the purchasing process	<ul style="list-style-type: none"> <li>• <i>Production Schedule and Ordering Handbook</i></li> <li>• Server Assistant LM2: Par Stock</li> <li>• Chef LM3: Purchasing</li> </ul>

Topic Area Managed Services (Dimmick Hall)	Resources
39. Outline the different managed services segments	<ul style="list-style-type: none"> <li>• <i>Managed Services Manual</i></li> </ul>
40. Describe the factors that differentiate managed services from commercial operations	<ul style="list-style-type: none"> <li>• Cook LM1: What Are Managed Services?</li> </ul>
41. Explain the difference between self-operators and contractors	<ul style="list-style-type: none"> <li>• Manager LM2: Self-Operators and Contractors</li> </ul>
42. Discuss some trends in managed services	<ul style="list-style-type: none"> <li>• Manager LM3: Trends in Managed Services</li> </ul>
43. Define key terminology that applies to managed services	<ul style="list-style-type: none"> <li>• Cook LM3: Cafeteria Setup</li> </ul>

Topic Area: Beverage Management (Tommy's Tiki Bar/Vernon's Restaurant)	Resources
44. List and describe the main grape varieties	<ul style="list-style-type: none"> <li>• Server Vernon's LM2 Wine Types</li> <li>• <i>Wine Reference Guide</i></li> </ul>
45. Suggest appropriate pairings of wine and food	<ul style="list-style-type: none"> <li>• <i>Wine Reference Guide</i></li> <li>• Server Vernon's LM3: Food and Wine Pairings</li> </ul>
46. Identify the various types of beer	<ul style="list-style-type: none"> <li>• <i>The Book of Beverages</i></li> </ul>
47. List the types of spirits and their main ingredients	<ul style="list-style-type: none"> <li>• <i>The Book of Beverages</i></li> <li>• <i>The Bartender's Guide</i></li> </ul>



	<ul style="list-style-type: none"> <li>• Barback Tommy's LM3: The Language of Bartending</li> </ul>
48. Describe a restaurant's (or bar's) liability when it serves alcoholic beverages	<ul style="list-style-type: none"> <li>• <i>The Bartender's Guide</i></li> <li>• Barback Tommy's LM1: Responsible Alcohol Service</li> <li>• Bartender Tommy's LM3: Handling Inebriated Guests</li> </ul>

Topic Area: Club Management (Gesell Golf Club)	Resources
49. Describe the operations of a country club	<ul style="list-style-type: none"> <li>• <i>Club Membership and Management</i></li> </ul>
50. Define the different types of clubs	<ul style="list-style-type: none"> <li>• <i>Club Membership and Management</i></li> <li>• General Manager LM1: Types of Clubs</li> </ul>
51. Discuss the importance of the Club Managers Association	<ul style="list-style-type: none"> <li>• <i>Club Membership and Management</i></li> <li>• General Manager LM2: Management Team/Maintaining Service Standards</li> </ul>
52. Describe the different forms of marketing used in clubs	<ul style="list-style-type: none"> <li>• General Manager LM3: Marketing Clubs</li> </ul>
53. Discuss the differences between a private club and other clubs	<ul style="list-style-type: none"> <li>• General Manager LM1: Types of Clubs</li> </ul>

Topic Area: Theme Parks & Attractions (Simmy's Splashtown)	Resources
54. Define the common terminology of theme parks and attractions	<ul style="list-style-type: none"> <li>• Director of Marketing LM1: Planned Play Environments</li> <li>• <i>The Big Book of Attractions</i></li> </ul>
55. Describe a planned play environment	<ul style="list-style-type: none"> <li>• Director of Marketing LM1: Planned Play Environments</li> <li>• <i>The Big Book of Attractions</i></li> </ul>
56. List famous theme parks	<ul style="list-style-type: none"> <li>• Director of Marketing LM2: Regional and National Attractions</li> <li>• <i>The Big Book of Attractions</i></li> </ul>
57. Describe the history of theme parks and attractions	<ul style="list-style-type: none"> <li>• Director of Marketing LM2: Regional and National Attractions</li> <li>• <i>The Big Book of Attractions</i></li> </ul>
58. Discuss the difference between primary and secondary attractions	<ul style="list-style-type: none"> <li>• Director of Marketing LM3: Economic Impact</li> </ul>

Topic Area: Spa Management (Suzie's Spa)	Resources
59. Describe the concept of personal services as they relate to the body	<ul style="list-style-type: none"> <li>• Manager LM2: A Day in the Life of a Spa Manager</li> <li>• <i>Spa Management Manual</i></li> </ul>
60. Understand the role of marketing as it	<ul style="list-style-type: none"> <li>• Manager LM3: Spa Packages</li> </ul>

relates to spa services

Topic Area: Tour Operators (Badger's Rainforest Tours)	Resources
61. Define ecotourism	<ul style="list-style-type: none"> <li>• Tour Operator LM1: What Is Ecotourism?</li> </ul>
62. Discuss different types of tours to meet guest needs	<ul style="list-style-type: none"> <li>• <i>The Tour Operator's Guide to Tours</i></li> <li>• Tour Operator LM3: Types of Tours</li> </ul>
63. Describe sustainable tourism	<ul style="list-style-type: none"> <li>• Tour Operator LM2: Responsible Tours</li> </ul>
64. Discuss the relationship between ecotourism and the local economy	<ul style="list-style-type: none"> <li>• Tour Operator LM1: What Is Ecotourism?</li> </ul>

Topic Area: Cruise Industry (S.S. Haywood)	Resources
65. Describe the organizational structure of a cruise ship and how it compares to a hotel's organizational structure	<ul style="list-style-type: none"> <li>• Cruise Director LM1: Organizational Structure</li> <li>• <i>The Guide to Cruises</i></li> </ul>
66. Describe the concept of a shore excursion	<ul style="list-style-type: none"> <li>• Cruise Director LM3: Shore Excursions</li> </ul>
67. Compare and contrast the different types of cruises	<ul style="list-style-type: none"> <li>• Cruise Director LM2: Types of Cruises</li> <li>• <i>The Guide to Cruises</i></li> </ul>

Topic Area: Gaming Entertainment (Sea Wolfe Casino)	Resources
68. Outline the history of the gaming entertainment industry	<ul style="list-style-type: none"> <li>• <i>The History of Gambling</i></li> </ul>
69. Describe the various activities related to the gaming entertainment industry	<ul style="list-style-type: none"> <li>• <i>Casino Organizational Structure</i></li> <li>• Dealer LM2: Customer Service</li> </ul>
70. Describe the different positions within the gaming industry	<ul style="list-style-type: none"> <li>• <i>Casino Organizational Structure</i></li> <li>• Table Games Supervisor LM2</li> </ul>
71. Discuss the importance of security in the gaming entertainment industry	<ul style="list-style-type: none"> <li>• Surveillance Officer LM1: Surveillance Technology</li> <li>• Dealer LM3: Game Protection</li> </ul>
72. Define key casino terms	<ul style="list-style-type: none"> <li>• Dealer LM1: Casino Terminology</li> </ul>

Topic Area: Event Management (Nunaley Meeting Room)	Resources
73. Describe what a meeting planner does	<ul style="list-style-type: none"> <li>• Meeting Manager: LM1: A Day in the Life of a Meeting Manager</li> </ul>
74. Describe the different types of meetings and events	<ul style="list-style-type: none"> <li>• Houseman LM1: Types of Meetings and Groups</li> </ul>
75. Describe the order of an event and its importance	<ul style="list-style-type: none"> <li>• Houseman LM2: The Event Order</li> </ul>

76. Define a special event and compare and contrast the elements of a special event and a meeting	<ul style="list-style-type: none"> <li>• Meeting Manager LM3: Special Events</li> <li>• <i>Event Planner's Guide to Meetings</i></li> </ul>
77. Outline the skills and abilities required for event management	<ul style="list-style-type: none"> <li>• Meeting Manager LM3: Special Events</li> <li>• <i>Event Planner's Guide to Meetings</i></li> </ul>
78. Discuss the role of the Convention and Visitors' Bureau in the meeting planning process	<ul style="list-style-type: none"> <li>• Meeting Manager LM2: Working with the CVB</li> <li>• <i>Meeting Manager's Guide to Meetings</i></li> </ul>

Topic Area: Sporting Events Management (Sea Wolfe Arena)	Resources
78. Describe the elements of event production	<ul style="list-style-type: none"> <li>• Director of Operations LM1: Production, and LM2: Maintenance</li> <li>• Arena Shows</li> </ul>
79. Explain the staffing and organizational structure of an arena	<ul style="list-style-type: none"> <li>• General Manager LM1: Staff</li> <li>• <i>Ownership and Management Structures of Arenas</i></li> </ul>
80. Describe how to book events	<ul style="list-style-type: none"> <li>• General Manager LM3: Booking and Scheduling</li> </ul>
81. Discuss trends in ticketing	<ul style="list-style-type: none"> <li>• Director of Ticket Operations LM2: Ticket Sales, and LM3: Trends</li> <li>• <i>The Ticketing Process</i></li> </ul>

Topic Area: Marketing (LWI Corporate Office)	Resources
82. Define marketing	<ul style="list-style-type: none"> <li>• <i>Marketing Book</i></li> <li>• Marketing and Sales Manager LM1: Marketing Terminology</li> </ul>
83. Describe the steps in the sales process	<ul style="list-style-type: none"> <li>• Marketing and Sales Manager LM3: The Sales Process</li> </ul>
84. Name and describe the marketing mix	<ul style="list-style-type: none"> <li>• Marketing and Sales Manager LM2: The 4 P's of Marketing</li> </ul>
85. Describe the sales process as it applies to the hospitality business	<ul style="list-style-type: none"> <li>• Marketing and Sales Manager LM3: The Sales Process</li> </ul>
86. Explain the importance of marketing in the hospitality industry	<ul style="list-style-type: none"> <li>• Marketing and Sales Manager LM2: The 4 P's of Marketing</li> </ul>

Topic Area: Human Resources (LWI Corporate Office)	Resources
87. Discuss how to select, recruit, hire, and orient employees	<ul style="list-style-type: none"> <li>• Human Resources Manager LM1: Interviewing</li> </ul>
88. Describe the importance of the performance appraisal system and common risks associated with performance	<ul style="list-style-type: none"> <li>• Human Resources Manager LM3: Performance Appraisals</li> </ul>

appraisals	
89. Describe the training process	<ul style="list-style-type: none"> <li>Human Resources Manager LM2: Training</li> </ul>
90. Discuss the role the human resources manager plays in the hospitality operation	<ul style="list-style-type: none"> <li><i>Human Resources Manager Introduction</i></li> </ul>

Concept Area: Sustainability	Resources
91. Discuss the importance of sustainability and the lodging industry	<ul style="list-style-type: none"> <li>Hutchinson Hotel: Engineer LM2: Green Options for Lodging</li> </ul>
92. Describe the benefits of using locally grown products	<ul style="list-style-type: none"> <li>Vernon's Restaurant: Chef LM1: Food Suppliers</li> </ul>
93. Explain methods of improving sustainability within the food and beverage operation	<ul style="list-style-type: none"> <li>Vernon's Restaurant</li> <li>Maitre d' LM 2: Green Options for Food &amp; Beverage</li> </ul>
94. Explore the role of Ecotourism and the impact on the tourism industry	<ul style="list-style-type: none"> <li>Hutchinson Manor: Island Proprietor LM1: Elements of Tourism, and LM3: Types of Tourism</li> </ul>
95. Discuss the importance of responsible tourism and its effect on the local environment	<ul style="list-style-type: none"> <li>Badger's Rainforest Tours: Company President LM1: Terminology, and LM2: Creating Tour Packages</li> </ul>

Concept Area: Customer Service	Resources
96. Explain the role of customer service in the lodging industry	<ul style="list-style-type: none"> <li>Hutchinson Hotel: Front Office Manager LM2: The Reservation Process/Customer Service</li> <li>Hutchinson Point Lighthouse :Concierge LM3: Handling Guest Requests/Customer Service</li> </ul>
97. Discuss special situations in the food service industry and the effect on customer service	<ul style="list-style-type: none"> <li>Vernon's Restaurant: Server LM1: Customer Service</li> <li>Sea &amp; Tea Café: Server Assistant LM3: Customer Service</li> <li>Tommy's Tiki Bar: Bartender LM3: Handling Inebriated Guests</li> </ul>
98. Explain the importance of protecting guest privacy	<ul style="list-style-type: none"> <li>Hutchinson Point Lighthouse: Security Director LM2: Guest Privacy</li> </ul>
99. Discuss the unique needs of gaming entertainment guests	<ul style="list-style-type: none"> <li>Sea Wolfe Casino: Dealer LM2: Customer Service</li> </ul>
100. Reflect on the importance of maintaining service standards	<ul style="list-style-type: none"> <li>Gesell Golf Club: General Manager LM2: Management Team/Maintaining Service Standards</li> </ul>

## Sample Syllabi

### Twelve-Week Course

#### Course Information

*Course number:*

*Course title:* Introduction to Hospitality and Tourism

*Days and times course meets:*

*Room location:*

#### Course Description

The course takes a management perspective in introducing students to the wide range of opportunities within the hospitality and tourism industry. Students will examine the complex and integrated nature of the hospitality and tourism industry and discover the role that various segments of the industry, such as lodging and tourism, food and beverage, and recreation and leisure, play in providing career opportunities and growth within the community.

#### Instructor Information

*Instructor's name:*

*Location of instructor's office:*

*Instructor office hour information (days and hours):*

*Phone number:*

*Email:*

#### Required Course Materials

Hospitality and Tourism Interactive (HTi) (<http://www.pearsonhighered.com/hti>)

#### Learning Outcomes

Upon completion of this course, students will be able to:

- Identify the segments of the hospitality and tourism industry and describe how they interrelate
- Define important technical terminology used within the industry
- Understand the organization and structure of lodging and food service operations
- Utilize problem-solving skills to address problems encountered in supervising people or working with guests in this industry
- Understand industry trends and their implications for a manager
- Describe the social, economic, and environmental context within which the hospitality industry operates
- Judge whether the hospitality profession suits the student's abilities, tastes, and career interests

### Homework and Exams

Weekly review questions (10 pts/topic area)	150 points
Learning module activities (10 pts/topic area)	150 points
<i>Test Your Understanding</i> (10 pts/topic area)	150 points
Class participation	150 points
Midterm	150 points
Final exam	150 points
<i>Total points</i>	<b>900 points</b>

### Grading

#### Grading Scale:

<b>A =</b>	810–900 points
<b>B =</b>	720–809
<b>C =</b>	630–719
<b>D =</b>	540–629
<b>F =</b>	539 or fewer

### Suggested Course Schedule (12 Weeks)

#### Week One

##### **Welcome to the Hospitality Industry and Tourism**

- Review the introduction and learning modules for the Hutchinson Manor and S.S. Haywood
- Assignments
  - Complete all activities for the Hutchinson Manor and S.S. Haywood learning modules
  - Complete the *Test Your Understanding* questions for tourism
  - Read the *Big Book of Tourism* and the *Cruise Operations Manual*

#### Week Two

##### **The Hotel Business**

- Explore the following in the Hutchinson Hotel and the Lighthouse Hotel
  - General Manager and Engineer (including the General Manager's Guide to Hotel Properties)
  - Concierge and Controller
- Assignments
  - Complete all activities for the General Manager learning modules and for the Concierge and Director of Security characters

### Week Three

#### **The Room's Division**

- Explore the following in the Hutchinson Hotel and Lighthouse Hotel
  - Front Office Clerk, Front Office Manager, Executive Housekeeper, and Director of Security
- Assignments
  - Complete all activities for the learning modules listed above
  - Read the *Front Office Manager's Manual*, *Welcome to the Front Office*, the *Housekeeping Manual*, and the *Security Department Training Manual*

### Week Four

#### **Food and Beverage Operations and the Restaurant Business**

- Explore the following in the Hutchinson Hotel:
  - Food & Beverage Director
- Explore the following in Vernon's Restaurant
  - General Manager, Chef, Cook, Maitre d', and Server Assistant
- Assignments
  - Complete the activities for the learning modules in Vernon's Restaurant and the Hutchinson Hotel Food & Beverage Director
  - Review the reference books for *Culinary History*, *Restaurant Ownership Handbook*, and the *Cookbook*

### Week Five

#### **Restaurant Operations**

- Explore the following in the Sea & Tea Café:
  - General Manager, Chef, Cook, Dishwasher, Server, and Server Assistant
- Assignments
  - Complete the activities for each of the learning modules in the Sea & Tea Café
  - Review the reference books for *Production Schedule and Ordering*, *Restaurant Operations*, and the *Cookbook*

### Week Six

#### **Midterm**

#### **Beverage Operations**

- Explore the following in Vernon's Restaurant and Tommy's Tiki Bar:
  - Server: Vernon's Restaurant
  - Bartender and Barback: Tommy's Tiki Bar
- Assignments
  - Complete the activities for each of the learning modules assigned from Vernon's Restaurant and Tommy's Tiki Bar
  - Review the *Wine Reference* book, *Bartender's Guide*, and *Book of Beverages*

### Week Seven

#### **Managed Services**

- Explore all of the learning activities in Dimmick Hall:
  - Cook and Kitchen Manager
- Assignments
  - Complete the activities for the Cook and Kitchen Manager in Dimmick Hall



## Week Eight

### **Recreation, Theme Parks, and Clubs**

- Explore the learning activities for the following topic areas:
  - Badger's Rainforest Tours, Gesell Golf Club, Simmy's Splashtown, and Suzie's Spa
- Assignments
  - Complete the activities for each learning module in Badger's Rainforest Tours, Gesell Golf Club, Simmy's Splashtown, and Suzie's Spa
  - Review the *World of Attractions* book, *Food and Beverage in the Private Club Industry*, *Membership and Management in the Private Club Industry*, the *Tour Operator's Guide to Tours*, and the *Spa Management Manual*

## Week Nine

### **Gaming Entertainment**

- Explore all of the learning activities for the Sea Wolfe Casino:
  - Dealer, Table Games Supervisor, and Surveillance Officer
- Assignments
  - Complete the activities for each of the learning modules in the Sea Wolfe Casino
  - Review the *Casino Games manual*, the *History of Gambling*, and the *Casino Organization Structure*

## Week Ten

### **Meetings, Conventions, and Special Events**

- Explore the learning activities for the Sea Wolfe Arena and the Nunaley Meeting Hall
  - Director of Operations, Director of Ticket Operations, and the General Manager at the Sea Wolfe Arena and the Houseman and Meeting Manager at the Nunaley Meeting Hall
- Assignments
  - Complete the activities for the Sea Wolfe Arena and Nunaley Meeting Hall
  - Review the *Arena Shows manual*, the *Arena Management & Ownership guide*, the *Arena Ticketing Process Handbook*, *The Meeting Manager's Guide to Meetings*, and the *Event Planner's Guide*

## Week Eleven

### **Human Resources and Marketing**

- Explore Little Wolfe Island Corporate Office
  - Human Resources Manager and Marketing Manager
- Assignments
  - Complete all activities for the Little Wolfe Island Corporate Office
  - Review the *Marketing Plans Fundamentals* and the *Human Resources Fundamentals*

## Week Twelve

### **Final Exam**

## **Sixteen-Week Course**

### **Course Information**

*Course number:*

*Course title:* Introduction to Hospitality and Tourism

*Days and times course meets:*

*Room location:*

### **Course Description**

The course takes a management perspective in introducing students to the wide range of opportunities within the hospitality and tourism industry. Students will examine the complex and integrated nature of the hospitality and tourism industry and discover the role various segments, such as lodging and tourism, food and beverage, and recreation and leisure play in providing career opportunities and growth within the community.

### **Instructor Information**

*Instructor's name:*

*Location of instructor's office:*

*Instructor office hour information (days and hours)*

*Phone number:*

*Email:*

### **Required Course Materials**

Hospitality and Tourism Interactive (HTi) (<http://www.pearsonhighered.com/hti>)

### **Learning Outcomes**

Upon completion of this course, students will be able to:

- Identify the segments of the hospitality and tourism industry and explain the interrelationship between segments
- Define important technical terminology used within the industry
- Examine the organization and structure of lodging and food service operations
- Utilize problem solving skills to address problems encountered in supervising people or working with guests in this industry
- Examine industry trends and their implications for a manager
- Describe the social, economic, and environmental context within which the hospitality industry operates
- Judge whether the hospitality profession suits your abilities, tastes, and career interests

### Homework and Exams

Weekly Review Questions (10 pts/topic area)	150 points
Learning Module Activities (10 pts/topic area)	150 points
<i>Test Your Understanding</i> (10 pts/topic area)	150 points
Class participation	150 points
Research Paper	100 points
Mid-Term	150 points
Final Exam	150 points
<i>Total Points</i>	<b>1000 points</b>

### Grading

#### Grading Scale:

<b>A =</b>	900-1000 points
<b>B =</b>	800-899
<b>C =</b>	700-799
<b>D =</b>	600-699
<b>F =</b>	599 or less

### Suggested Course Schedule (16 Week)

#### Week One

##### **Welcome to the Hospitality Industry and Tourism**

- Review the Introduction and learning modules for the Hutchinson Manor and S.S. Haywod
- Assignments
  - Complete all activities for the Hutchinson Manor and S.S. Haywod learning modules
  - Complete the *Test Your Understanding* for tourism
  - Read the *Big Book of Tourism* and the *Cruise Operations Manual*

#### Week Two

##### **The Hotel Business**

- Explore the following topic areas in the Hutchinson Hotel and the Lighthouse Hotel
  - General Manager and Engineer (including the *General Manager's Guide to Hotel Properties*)
  - Concierge and Controller
- Assignments
  - Complete all activities for the General Manager learning modules and for the Concierge and Director of Security

#### Week Three

##### **The Room's Division**

- Explore the following topic areas in the Hutchinson Hotel and Lighthouse Hotel

- Front Office Clerk, Front Office Manager, Executive Housekeeper, and Director of Security
- Assignments
  - Complete all activities for the learning modules listed above
  - Read *The Front Office Manager's Manual*, *Welcome to the Front Office*, *The Housekeeping Manual*, and the *Security Department Training Manual*

#### Week Four

##### **Food and Beverage Operations**

- Explore the following topic area in the Hutchinson Hotel
  - Food & Beverage Director
- Assignments
  - Complete the activities for the learning modules in the Hutchinson Hotel for the Food & Beverage Director

#### Week Five

##### **The Restaurant Business**

- Explore the following topic areas in Vernon's Restaurant
  - General Manager, Chef, Cook, Maitre d', Server, and Server Assistant
- Assignments
  - Complete the activities for the learning modules in Vernon's Restaurant
  - Review the reference books for *Culinary History*, *Restaurant Ownership Handbook*, and the *Cookbook*

#### Week Six

##### **Restaurant Operations**

- Explore the following topic areas in the Sea & Tea Café
  - General Manager, Chef, Cook, Dishwasher, Server and Server Assistant
- Assignments
  - Complete the activities for each of the learning modules in the Sea & Tea café
  - Review the reference books for *Production Schedule and Ordering*, *Restaurant Operations*, and the *Cookbook*

#### Week Seven

##### **Beverage Operations**

- Explore the following topic areas in Vernon's Restaurant and Tommy's Tiki Bar
  - Server: Vernon's Restaurant
  - Bartender and Barback: Tommy's Tiki Bar
- Assignments
  - Complete the activities for each of the learning modules assigned from Vernon's Restaurant and Tommy's Tiki Bar
  - Review the *Wine Reference book*, *Bartender's Guide*, and *Book of Beverages*

#### Week Eight

##### **Midterm**

#### Week Nine

##### **Managed Services**

- Explore all the learning activities in Dimmick Hall

- Cook and Kitchen Manager
- Assignments
  - Complete the activities for the Cook and Kitchen Manager in Dimmick Hall

#### Week Ten

##### **Recreation, Theme Parks, and Clubs**

- Explore Badger's Rainforest Tours and Gesell Golf Club
- Assignments
  - Complete the activities for each learning module in Badger's Rainforest Tours, Gesell Golf Club, Simmy's Splashtown
  - Review *Food and Beverage in the Private Club Industry, Membership and Management in the Private Club Industry*, and the *Tour Operator's Guide to Tours*

#### Week Eleven

##### **Recreation, Theme Parks, and Clubs continued**

- Explore Simmy's Splashtown and Suzie's Spa
- Assignments
  - Complete the learning activities for the learning modules in Simmy's Splashtown and Suzie's Spa
  - Review the *World of Attractions* book and the *Spa Management Manual*

#### Week Twelve

##### **Gaming Entertainment**

- Explore all learning activities for the Sea Wolfe Casino
  - Dealer, Table Games Supervisor, and Surveillance Officer
- Assignments
  - Complete the activities for each of the learning modules in the Sea Wolfe Casino
  - Review the *Casino Games manual*, the *History of Gambling*, and the *Casino Organization Structure*

#### Week Thirteen

##### **Arena and Sports Management**

- Explore the learning activities for the Sea Wolfe Arena
  - Director of Operations, Director of Ticket Operations, and the General Manager at the Sea Wolfe Arena
- Assignments
  - Complete all activities for the Sea Wolfe Arena
  - Review the *Arena Shows manual*, the *Arena Management & Ownership Guide*, and the *Arena Ticketing Process Handbook*

#### Week Fourteen

##### **Meetings, Conventions, and Special Events**

- Explore the learning activities for the Nunaley Meeting Hall
  - The Houseman and Meeting Manager at the Nunaley Meeting Hall
- Assignments
  - Complete all activities for the Nunaley Meeting Hall

- Review the *Meeting Manager's Guide to Meetings* and the *Event Planner's Guide*

#### Week Fifteen

##### **Human Resources and Marketing**

- Explore Little Wolfe Island Corporate Office
  - Human Resources Manager and Marketing Manager
- Assignments
  - Complete all activities for the Little Wolfe Island Corporate Office
  - Review *Marketing Plans Fundamentals* and *Human Resources Fundamentals*

#### Week Sixteen

##### **Final Exam**