1. Catalog Description
   a. Course number: FCS 2700
   b. Title: The Hospitality Industry
   c. Credit: 3-0-3
   d. Terms to be offered: F, S
   e. Short title: Hosp Industry
   f. Course description: Overview of the hospitality industry with focus on history, career opportunities, maintaining industry standards, and organizational structures of various types of hospitality ventures.
   g. Prerequisite: None
   h. Initial Term: Fall 2005

2. Student Learning Objectives and Evaluation
   a. Objectives. Course objectives are listed below with corresponding examples of assessment methods.
      Upon completion of the course, students will be able to:
      - Describe the historical development of the hospitality industry and its relationship to world events, global economy, technology, and cultural and ethnic diversity; (exams, written papers)
      - Demonstrate a familiarity of terms, classifications, and services common to the hospitality industry; (exams)
      - Describe organizational structures of various types of hospitality establishments and identify responsibilities of each as related to industry standards and societal expectations; (exams)
      - Identify career opportunities within various hospitality industry organizations and required preparation for these professions; (exams, written papers, oral presentations)
      - Describe the social, economic, and cultural impact of tourism on the hospitality industry. (exams, written papers, in class activities)
   b. Assessment. Student achievement of the stated objectives will be assessed based on the following activities:
      - Exams: 30%
      - In class activities: 20%
      - Written papers: 30%
      - Oral presentations: 20%
   c. This course is not technology delivered.
   d. This course is not offered for graduate credit.
   e. This course is not writing intensive.

3. Outline of the Course
   I. Overview of the hospitality industry
      2 weeks
      A. Descriptions of examples of various organizations included within the hospitality industry, such as airlines, cruise lines, hotels, motels, bed and breakfasts, and travel agencies.
      B. Careers in the hospitality industry
      C. The relationship between hospitality and other concentrations in Family and Consumer Sciences.
II. Tourism 2 weeks
A. Definition of tourism
B. Historic periods of tourism
C. International and domestic tourism organizations
D. The economic, social, and cultural impacts of tourism
E. Tourism demographics

III. Hotel Operations 3 weeks
A. Development and classification
B. Room division operations
C. Food and beverage division operations
D. Hotel property management systems

IV. Restaurant operations 2 weeks
A. Development and classification
B. Types of restaurant service: International contrasts
C. Beverage operations

V. Recreation and leisure segments of the hospitality industry 2 weeks
A. Theme parks
B. Club management
C. National parks

VI. Marketing, human resources and culture 2 weeks
A. Environmental analysis
B. Training programs
C. Cultural barriers to hospitality marketing
D. Ethnic diversity in hospitality ventures

VII. Student presentations 2 weeks
A. Current issues
B. Company analysis
C. Tourism region research

b. Not applicable, this course is not technology delivered.

4. Rationale

a. Purpose and need: This is the initial course in the sequence which provides a concentration in hospitality management in the Family and Consumer Sciences in Business option of the Family and Consumer Sciences major. The course provides an overview of the industry, career paths and options, and a historical perspective (ACPHA, the accrediting body for hospitality programs, lists course work in the historical overview of the hospitality industry and the profession as a curriculum standard).

b. Justification for course level and prerequisites: This revision proposes changing the course number from FCS 3790 to FCS 2700. As an introductory course that provides an overview of the industry, a lower level seems appropriate. In addition, as this course serves as a prerequisite for all other hospitality courses, it should be available to students early in their program so that additional advanced courses may be taken.

c. Similarity to existing course: No other similar course exists. This revision proposes changing the course number with no major change in objectives, description, content, or assessment.

d. Impact on programs: This is an existing course with a proposed course number change. This course is a requirement for the Hospitality Management Concentration in the FCS Business Option program.
Renumbering the course will allow for students to be exposed to the industry at an earlier time in their program and allow for easier scheduling of advanced courses.

5. Implementation

a. Faculty members to whom this course may be assigned: Lisa Brooks or Dr. Richard Wilkinson

b. The course may include a field trip to a local hospitality business. Students would be expected to pay the cost for transportation and food estimated at $10 per student. (This is not a change)

c. Texts and supplementary materials:


6. Community College Transfer. A community college course may be judged equivalent to this course.

7. Date approved by the SFCS Curriculum Committee: November 8, 2004

8. Date approved by the LCBAS Curriculum Committee: December 15, 2004

9. Date approved by the Council of Academic Affairs: January 20, 2005