

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: HRI 199

Credits: 3

Course Title: Supervised Study: Principles of Hospitality Management

Course Description: Presents basic understanding of the hospitality industry by tracing the industry's growth and development, reviewing the organization and management of lodging, food, and beverage operations; and focusing on industry opportunities and future trends. Lecture 3 hours per week.

General Course Purpose: This course provides a basic understanding of the hospitality industry. It provides a survey approach to the vast industry by exposing students to the array of sectors and positions within the industry and providing a base foundation for career interests. This course is foundational to Hospitality programs. Particular emphasis is placed upon the co-development with and reliance upon the travel and tourism industries.

Course Prerequisites and Co-requisites: None

Course Objectives:

Upon completing the course, the student will be able to

- a. Define the travel and tourism industry and entities that promote industry success;
- b. Identify travel generators;
- c. Summarize the social and economic impact of travel;
- d. Explore hospitality careers;
- e. Identify food service industry segments and types of restaurants;
- f. Identify the organization of restaurants and discuss financial and operational controls;
- g. Discuss the history, development, and scope of the lodging industry;
- h. Identify types of lodging properties;
- i. Discuss the development and planning of new hotels;
- j. Identify the organization of hotels and distinguish hotel revenue centers from cost centers;
- k. Identify the nature and scope of city clubs and country clubs;
- l. Explore the meetings industry;
- m. Summarize the basic principles of hospitality management science;
- n. Discuss human resources concerns within the hospitality industry;
- o. Discuss marketing and selling principles relative to the hospitality industry;
- p. Discuss marketing communications, including advertising, public relations, publicity, and sales promotion principles relative to the hospitality industry;
- q. Discuss the nature of hospitality management companies and the characteristics of management contracts;
- r. Describe the nature and scope of hospitality franchising; and
- s. Discuss concepts of social responsibility and business ethics.

Major Headings to Be Included:

- a. Travel and tourism industry and entities
- b. Travel generators and social economic impact
- c. Hospitality careers
- d. Industry segments and various property types
- e. History of lodging industry
- f. Hotel design and development
- g. Revenue centers
- h. Hospitality human resources
- i. Hospitality marketing
- j. Social responsibility and business ethics

Effective Date of Course Content Summary: August 16, 2017