



INTRODUCTION TO HOSPITALITY AND TOURISM Course Overview and Syllabus

COURSE DESCRIPTION

This introductory course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.

COURSE OBJECTIVES At the completion of this course, students should be able to:

1. Discuss and analyze the key factors responsible for the growth and development of hospitality and tourism.
2. Describe the current trends and challenges faced by the hospitality and tourism industry, in the context of global economic, environmental, health and other social concerns.
3. Discuss hotel classifications and describe the different types of hotel ownership and development, i.e. franchising and management contracts.
4. Identify possible career paths for hospitality graduates with emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders.
5. Discuss the importance of effective leadership and management, and the characteristics of effective leaders in the hospitality industry.

There are 14 online course modules. Each module will contain the following activities which are explained in more detail below:

- ✓ iCoach/Module Overview
- ✓ Introduction to Hospitality Seminars
- ✓ Seminar Assessment Quiz
- ✓ Skill Builder Activities
- ✓ Online Discussions
- ✓ “a ha!” Moments

Module Overview

At the beginning of each module, always start with the Overview tab. It contains a video of one of your AHA iCoaches. Your iCoach will guide you throughout, and will help you get the most out of your online course.

Seminars

When you click on Seminars, you will find a corresponding seminar for each module. These are a series of self-paced, interactive sessions. Each seminar is voiced –over, so make sure the volume of your computer is turned up. You can click Pause at any time, and replay a previous slide by using the Menu on the left hand side. We encourage all participants to take notes and use these as study materials for the midterm and final exams.

Quizzes

Once you feel confident with the knowledge presented in the seminar, you are now ready to take the corresponding quiz. Click on Quizzes and select the quiz that is in the same Module Folder as the seminar you watched. You will have **ONLY two attempts** to pass each quiz with a passing grade of **70%**. After you have successfully completed the quiz, you can return to the course materials to begin a new seminar.

Skill Builder Activities

The skill builder activities allow students to put theory into practice and build on the knowledge and skills gained from the seminars. There will be a corresponding Skill Builder for each Module. Click on the Module and follow the

instructions. **Each Skill Builder is worth 5 points.** Students receive 5 points for completing them and 0 points for an incomplete activity.

Online Discussions

The discussion forum allows students to reflect on their experiences and share these experiences with peers, online faculty and AHA iCoaches. There will be a corresponding Discussion for each Module and they are worth 5 points each. Click on the Module and reply to the various discussion posts. Students are required to post a reply and one response per discussion in order to earn the 5 points.

Module Progress

Once you click on a module inside your Introduction to Hospitality course, you will see a detailed overview of the required activities for each module.

Examinations

Two examinations will be given for this course: the midterm examination covers Modules 1-7 and the final examination covers Modules 8-14. After you have fully completed Modules 1-7 you will find your midterm exam located on the Module 7 progress checklist. After you have fully completed Modules 8-14 you will find your final exam located on the Module 14 progress checklist. Before taking your final exam, you will be asked to complete a course evaluation to help AHA further enhance our system and courses.

Please note that your midterm and final exams are automated and **ONLY** come on when you have completed **ALL** activities. Each module must have all green checkmarks in order for the midterm and final to be activated.

Grading and Special Designation

A student must have a minimum grade of 70% to earn the course certificate from AHA. **NOTE:** The (AHA) Introduction to Hospitality course grade may differ from your final school grade as your school may have a different grade criteria and percentage allocation. The grade from your school is the official grade that will be seen in your Transcript of Records. Students who receive a final grade of 93% or higher will receive a special citation from the American Hospitality Academy.

Your final grade in the AHA Introduction to Hospitality course will be computed based on the following criteria and weight distribution, for a total of 100%.

Grading Scale

Quizzes:	10%
Midterm Exam:	25%
Final Exam:	25%
Activities:	40% (Online discussions and skill builders make up this percentage)

“a ha!” Moments

At the end of each seminar you will be asked to watch what we call an **“a ha!” Moment**. What is an “a ha!” Moment? It is a mini lesson within the lesson that allows you to reflect on what you have learned and inspires and motivates you to continue to embrace the right customer service attitude. After each lesson, you will find the corresponding “a ha!” Moment in this tab within your online classroom.

Passport to Culture-“Inspiring Global Connections and Friendship” *Your Cultural Course Lab*

The cornerstone of AHA’s programs is the study of culture. Our foremost concern is to promote understanding and respect for different cultures - an important key to successful management and leadership in today’s multicultural workplace. Passport to Culture (PTC) can be considered your course *cultural lab* where you have the unique opportunity to travel the world with AHA enhancing your understanding and appreciation of others. Passport to Culture allows you to connect with others from around the world and participate in discussion forums that can make a difference in the way you think and feel about your global neighbors.

Extra Credit Points

PTC compliments your existing courses by allowing you to earn extra credit points for each stamp collected. The more activities and connections you make, the more stamps you receive in your passport. Extra credit points are earned on your final grade with AHA, based on the number of stamps you collect. Two points per stamp collected can be earned with a maximum of 12 extra credit points on your final grade.

Successful Completion and Issuance of AHA World Campus Certificate

Your instructor will inform you of the required completion dates. In addition, please check your homepage and course page for additional announcements regarding examination schedules. After you have completed your final exam, your score will be computed automatically and your final score will be generated. If you get a passing score, you will have the opportunity to print your online Introduction to Hospitality certificate.

Getting Started!

Personalized World Campus Login

If you are having trouble logging in using the login (your email address) and password sent to you from World Campus, please check with the faculty member in charge of your section. Only students who have been previously registered by your instructor or online course monitor will have access to World Campus. Below is a description of the functions you will find on the blue navigation bar once logged in.

Home Page

When you log into World Campus, you will always be taken to your Home Page. All announcements and course updates will be posted here as well as your current discussions. It is important to check your announcements often for any changes or information that pertains to your overall successful completion.

My Courses

Each time you log into World Campus, you will need to click the "My Courses" tab and then click on the Introduction to Hospitality course. You will then be taken to your "classroom" which consists of the 14 course modules and their corresponding activities and assignments. , iCoach, Seminars, Quizzes/Examinations, Skill Builders, Discussions and "a ha!" Moments.

My Account

The My Account Tab allows you to view your transcript and update your profile. Feel free to update your profile at anytime, by adding updated information about your personal, academic and/or professional life. Please, just keep it appropriate for all faculty and student participants. After your course, take time to print your transcripts for your records.

My Transcript

The My Transcript tab allows you to track your progress for each of the graded activities. All of your scores will be located in your transcript. You are also able to print your transcript at any time for your own records.

Mailbox

You are required to check your mailbox frequently for any updates from AHA, your instructor or fellow participants. It is important to understand that your World Campus mail can only send and receive mail from fellow World Campus users. You will not be able to use this with people who are not participating in this course. Every time you receive a World Campus mail, you will receive the same mail in your regular email account. Please be aware that sometimes this may go to junk mail. We suggest that you check your "spam" regularly.

Passport to Culture

The Passport to Culture tab is where you easily click to enroll into the program and begin making new friends from around the world. This is also where you can track the number of stamps and extra credit points you have earned to date.

Seminar Module Descriptions

M1 Orientation

The purpose of orientation is to provide you details on your course requirements and how to make the most of your online experience.

M2 Hospitality and Service

The hospitality industry—comprising of businesses that serve guests away from home- can be defined by its scope, mission and providers. This module will help you understand the nature of the hospitality industry, its overall service mission, and the many career paths you can opt to pursue, within this very dynamic and exciting industry.

M3 Spirit of Service

Increasingly strong competition within the hospitality industry and the continued clamor of guests for new and exciting experiences, has raised the importance service excellence plays in the success of any hospitality operation. This module will help you develop the kind of positive and caring guest service attitude that will enable you to outdo yourself each time. You will learn to recognize what constitutes and contributes to guest satisfaction and how, exceeding these standards, directly, correlate to your personal sense of achievement and success, as a hospitality practitioner.

M4 Tourism

Tourism is a 24 hours a day, 7 days a week, 52 weeks a year economic driver. This module will help you understand the economic impact of tourism and how it benefits you as it offers the greatest global employment prospects.

M5 Lodging Sector Part 1

Staying and working in a lodging establishment is exciting. This module will fuel this excitement by helping you understand the history of the lodging sector that has developed over time. You will also learn about the various types of lodging and discuss the latest trends within some of the top hotel companies around the world.

M6 Lodging Sector Part 2

There are many ways to classify and measure a lodging establishment. In this module, we will look at some of the main categories which include: lodging size, target market, level of service and ownership/affiliation.

M7 Hotel Operations and Careers

A common saying in the hospitality industry is: “Guests want a total quality experience, not isolated pockets of service.” This module outlines the duties and responsibilities of the key positions within a hotel that ensures guests have that total quality experience.

M8 Food and Beverage Sector

Around the world, the amount of money and time people spend on food/eating away from home is increasing. This module will look at different types of restaurants, and classify them into various fast growing segments.

M9 Restaurant Operations and Careers

To operate a restaurant, it takes a team to make sure that standards of food purchased, produced and served, are consistently achieved, guided by carefully prepared and implemented budgets and forecasts. This module will give you an overview of the daily operations of a restaurant, and will highlight key positions within this sector.

M10 The Cruise Sector

This module will help you cruise through the history of this popular form of travel and discuss new trends in the cruise sector.

M11 Cruise Operations

Operating a cruise ship calls for all hands on deck. This module will review a ship's organization, operations and key positions, and will show career opportunities for those inclined towards this sector of the hospitality industry.

M12 The Entertainment & Gaming Sector

This module explores the gaming and entertainment industry and highlights new developments with its convergence with the lodging and hospitality sector.

M13 Conventions and Event Planning

This module gives an overview of the conventions and event planning sector and shows how it incorporates other sectors of hospitality and tourism. In addition, you will learn about the key positions and skills needed to succeed in this sector.

M14 The Peaceful Traveler

A hospitality professional is expected to demonstrate a peaceful attitude that appreciates and respects all cultures. These are important to be able to assist guests and travelers with an open mind and heart. This module will help you learn how to respect cultural differences, such that these differences will no longer make any difference.