

Course Objectives/Course Outline
Spokane Community College

Course Title: Introduction to Hospitality

Prefix and Course Number: HM 110

Course Learning Outcomes:

By the end of this course, a student should be able to:

- By the end of this course, a student should:
- describe the types of restaurants and their role in the hospitality industry
- analyze competitive trends in the food service industry
- differentiate between the function of hotels and motels
- describe the types of career opportunities that are available in the hotel/restaurant industry
- develop a career path plan

Course Outline

- I. The Hospitality Industry
 - A. Employees' Role
 - B. Planning a Career
 - C. Future Projections
- II. The Restaurant Business
 - A. Issues Facing Food Service
 - B. The Future of the Restaurant Business
 - C. Institutional Food Service
- III. The Hotel and Motel Business
 - A. Operations
 - B. Automating Operations and Services in Hotels
 - C. Economics
 - D. Lodging Trends
 - E. Competitive Tactics
- IV. Franchise Systems in the Hospitality Industry
 - A. Economic Significance
 - B. The Franchisee's Deal
 - C. The Franchisor's Deal
 - D. Recent Trends
- V. Future Outlook
 - A. The Demand for Hospitality Services
 - B. Supply Conditions
 - C. Emerging Trends