

Course Title	<b>INTRODUCTION TO THE HOSPITALITY INDUSTRY</b>
Course Code	<b>HTL 111</b>
Course Purpose and Objectives	<p>The purpose of this course is to introduce students to the service industries and to develop an appreciation of contemporary developments within the hospitality industry.</p> <p>Students will be able to identify the characteristic types of lodging and food and beverage operations and the ways to classifying the rating establishments.</p> <p>Consequently, the purpose of this course is to provide students with a basic understanding of the lodging and food service industry and provide a sense of its scope by tracing the industry's growth and development. Therefore, the students will obtain a general knowledge for the many tourist attractions on which travel and tourism depends on.</p>
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Define what the lodging and food service industry is.</li> <li>2. Identify the industry's growth and development trends.</li> <li>3. Identify the characteristic types of lodging and Food and Beverage operations and ways to classifying the rating establishments.</li> <li>4. Identify the major challenges of the hospitality industry.</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• The dimensions of the hospitality industry</li> <li>• Hospitality foundations</li> <li>• Food and beverage perspectives</li> <li>• Lodging perspectives</li> <li>• Recreation, entertainment and other tourism attractions</li> <li>• Hospitality and tourism future</li> </ul>