

HCTM-120: INTRODUCTION TO HOSPITALITY MANAGEMENT

Effective Term

Fall 2026

CC Approval

11/07/2025

AS Approval

11/13/2025

BOT Approval

11/20/2025

COCI Approval

04/12/2026

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Restaurant Management (Any Degree and Professional Experience)	

Subject Code

HCTM - Hospitality, Culinary and Tourism Management

Course Number

120

Department

Hospitality, Culinary and Tourism Management

Division

Career Education and Workforce Development (CEWD)

Full Course Title

Introduction to Hospitality Management

Short Title

Intro to Hospitality Mgmt

CB03 TOP Code

1307.00 - *Hospitality

CIP Code

52.0901

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

Rationale

The proposed changes to the SLO's will reflect an updated and more accurate assessment of the class and student's learning outcomes.

SECTION B - Course Description

Catalog Course Description

A beginning course presenting an overview of the hospitality industry with all its segments. This overview will include lodging, restaurants, food and beverage, tourism and recreation, and other operational areas of the hospitality industry.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites

SECTION D - Course Standards

Is this course variable unit?

No

Units

3

Lecture Hours

54

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval

Is this course offered through Distance Education?

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent
Online with Proctored Exams	Permanent

SECTION E - Course Content

Student Learning Outcomes

Upon satisfactory completion of the course, students will be able to:	
1.	Understand the scope of the hospitality industry.
2.	Understand the impact of the wine hospitality and tourism industries on the local economy.
3.	Define the four segments of the hospitality industry, and examples of careers within them.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Recognize the history and scope of the hospitality industry.
2.	Identify the local economic impact of the wine hospitality and tourism industries.
3.	Identify careers in the industry.
4.	Understand the link between hospitality and travel and tourism.
5.	Identify the major segments and specialization of the industry.
6.	Network with industry experts.
7.	Differentiate between the different types of lodging facilities, including hotels/motels/bed and breakfast inns and full-service resorts.
8.	Differentiate between the front of the house and back of the house operations of lodging facilities.
9.	Identify with: -The food and beverage operations of lodging facilities. -The food service industry. -Food service management and managed services. -The wine hospitality business. -Travel agencies and concierge desks.
10.	Recognize the difference between the restaurant business and restaurant operations.
11.	Analyze the operations of recreational facilities such as wineries, golf resorts, spas, theme parks, and clubs.
12.	Analyze how to set up recreational events such as bicycling and golf outings.
13.	Demonstrate how to organize meetings, conventions, exhibitions, banquets, and events.
14.	Discuss the converging role of the gaming entertainment industry.
15.	Recognize the complexity of leadership and management in the industry.
16.	Discuss the different aspects of the following: hospitality marketing, human resources and risk management/safety procedures, accounting, finance, and cost control, hospitality information technology, including point-of-sale (POS) systems, regulatory compliances in the hospitality, wine, and tourism industries.

Course Content

1. Introduction to the Hospitality Industry:
 - a. History and scope of the hospitality industry.
 - b. Local economic impact of the wine hospitality and tourism industries.
 - c. Careers in the industry.
 - d. Link between hospitality and travel and tourism.
 - e. Major segments and specialization of the industry.
 - f. Industry experts as guest speakers.
2. Lodging:
 - a. Lodging facilities, including hotels/motels/bed & breakfast inns, and full-service resorts.
 - b. Front of the house and back of the house operations.
 - c. Food and Beverage operations.
3. Restaurants/Food and Beverage:
 - a. Restaurant business and restaurant operations.
 - b. Food service industry.
 - c. Food Service management and managed services.
4. Recreation/Travel and Tourism:
 - a. Operation of recreational facilities such as wineries, golf resorts, spas, theme parks, and clubs.
 - b. Wine hospitality business.
 - c. Recreational events, such as bicycling events and golf outings.
 - d. Meetings, conventions, exhibitions, banquets, and other events.
 - e. Travel agencies and concierge desks.
 - f. Gaming entertainment industry.
5. Operations:
 - a. Leadership and management in the industry.
 - b. Hospitality marketing.
 - c. Human resources and risk management and safety procedures.
 - d. Accounting, finance, and cost control.
 - e. Hospitality information technology, including point-of-sale (POS) systems.
 - f. Regulatory compliances in the hospitality, wine, and tourism industries.

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Activity	Students will read relevant articles and/or select chapters, then answer questions on material read.
Discussion	Discussion Board assignments will be used to evaluate student's understanding of various topics, that will then be a springboard for discussions with their classmates.
Projects	Students will study various jobs in the field of Hospitality Management through out the class, which culminates in a final career exploration assignment.

Online Adaptation

Types	Examples of learning activities
Critique	Students will be asked to share specific, personal experiences with going out to eat at a restaurant and/or stay at a lodging establishment. Then they will take these examples and use them in a paper or Discussion board to explain what they learned about the concept of hospitality and how they would incorporate those experiences into the knowledge they are gaining in this course.
Activity	Students will take a virtual tour of the Napa wine region, using an online platform. This interactive map allows people to virtually visit wineries. They will then write a paper about the winery, who the wine maker and/or owner is, if they have a food program, the appellation the winery is in and what varietals the winery makes.
Discussion	Students will use the Discussion Board, as a platform to learn about lodgings around the world. They will be asked to find a dream place to stay, to look up it's costs, location and amenities. They will share what they learn about this place with their classmates. The students will be required to read each other posts, then share their thoughts with what their classmates posted.

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations
 Video or Teleconferencing

Student-Initiated Online Contact Types

Discussions

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Homework	For example: Hotel profile assignment, creating a profile for a hotel in Napa Valley. For example: Hotel classification assignment, defining hotel types and finding examples of each. For example: Restaurant review assignment, dining at a restaurant and conducting a review of the restaurant experience.

Exams/Tests

Midterm and final. Midterms and finals may include objective, true/false, multiple choice, and short-essay questions.

For example:

Midterm Exam Essay: Prepare a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis on the Meritage Hotel and Resort. Summarize your findings in 3-4 short paragraphs.

For example:

Final Exam Essay: Analyze the case, "Dinner in Napa Valley," and describe what the restaurant manager could have done better to ensure the "Wine Auction" dinner went more smoothly. Write your summary in 3-4 paragraphs.

Assignments**Reading Assignments**

Selected readings from the textbook, periodicals, library collections, trade publications, trade associations, and handouts furnished by guest lecturers.

1. Read Chapter 7, "The Restaurant Business," to learn how to differentiate between the restaurant business and restaurant operations.
2. Read Restaurant News, paying particular attention to customer service strategies.

Writing Assignments

1. Each student will be required to submit a one-page, typewritten brief summarizing the key aspects of the industry experts' classroom presentations.

SECTION F - Textbooks and Instructional Materials**Material Type**

Textbook

Author

John Walker

Title

Introduction to Hospitality

Edition/Version

4th

Publisher

Prentice-Hall

Year

2012

SECTION G - Diversity, Equity and Inclusivity

How does your course and/or course outline of record reflect strategies for accommodating and engaging diverse student populations, advancing equitable outcomes, and fostering inclusion for all students?

This course promotes an inclusive and welcoming environment where students from diverse backgrounds can explore the foundational principles of the hospitality industry. Instruction is designed to reflect real-world cultural and global perspectives, encouraging respectful collaboration and appreciation for different experiences and traditions. Course materials and class discussions incorporate examples from a variety of hospitality settings to engage all learners and support equitable outcomes. Emphasis is placed on preparing students to lead and serve diverse teams and clientele in the hospitality sector.

Course Codes (Admin Only)**CB00 State ID**

CCC000502869

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No