

Course Outline

COURSE: HTM 701 **DIVISION:** 90 **ALSO LISTED AS:**

TERM EFFECTIVE: Summer 2017 **CURRICULUM APPROVAL DATE:** 02/27/2017

SHORT TITLE: HOSPITALITY CAREER/AMBASSADOR

LONG TITLE: Hospitality Careers and Ambassadorship

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
0	1	Lecture:	6	6
		Lab:	0	0
		Other:	0	0
		Total:	6	6

COURSE DESCRIPTION:

This course provides the student with an overview of the career opportunities in the Hospitality and Tourism industry as well as the ambassadorships in South County.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: N - Non Credit

GRADING MODES
N - Non Credit

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:
02 - Lecture and/or discussion

STUDENT LEARNING OUTCOMES:

1. Discuss how hospitality employees have the ability to affect the guests experience.
Measure of assessment: discussion, homework
Year assessed, or planned year of assessment: 2017
Semester: Spring
Institution Outcome Map: 1. Communication, 2. Cognition, 4. Social Interaction, 7. Content Specific:

2. Present career and hospitality opportunities available in south Santa Clara and San Benito Counties.

Measure of assessment: exam, discussion

Year assessed, or planned year of assessment: 2017

Semester: Spring

Institution Outcome Map: 1. Communication, 2. Cognition, 7. Content Specific

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Curriculum Approval Date: 02/27/2017

2 Hours:

Content: An overview of and interrelated nature of the hospitality and tourism industry. Examples of its diversity, dynamics and delivery of services. The scope of the hospitality and tourism industries.

Student Performance Objectives: Name a few of the various sectors of the hospitality and tourism industry. Explain what is meant by delivery of service.

2 Hours:

Content: Careers: Lodging, Travel, Tourism, Theme Parks and Attractions, Recreation and Special Events, Restaurants and Food Service and Assembly Management. Career Ladders: Lodging Management Career Ladder, Lodging Food and Beverage Career Ladder, Lodging Rooms Division Career Ladder and Restaurant Management Career Ladder. Hospitality and Tourism Salaries.

Student Performance Objectives: List a variety of career options in the hospitality and tourism industry. Describe an entry level position for various career ladders and positions that are possible as one moves up those career ladders. Identify salaries for various positions.

2 Hours:

Content: Ambassadorships in South Santa Clara and San Benito Counties. Information on local/regional knowledge, history, and events of the area. Social responsibility - respect for the land, farm to table, labor awareness, and local agricultural impact.

METHODS OF INSTRUCTION:

lecture, discussion, guest speakers

METHODS OF EVALUATION:

Objective examinations

Percent of total grade: 20.00 %

multiple choice, true/false, matching, personal/professional development assessment

Writing assignments

Percent of total grade: 30.00 %

written homework

Other methods of evaluation

Percent of total grade: 50.00 %

class participation

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours: 4

Assignment Description: Read instructor provided handouts and answer the questions: What picture comes to mind when you think about a career in hospitality and tourism? What are your professional goals? Be prepared to discuss your answers with the class.

Required Outside Hours: 4

Assignment Description: Read instructor provided handouts and answer the questions: Where are you going? Think about your future career. Where do you want to be in one, five or ten years? Be prepared to discuss with the class.

Required Outside Hours: 4

Assignment Description: Select one of the local/regional events or wineries and investigate their history. Be prepared to discuss your information with the class. Visit a local/regional Chamber of Commerce or Central Coast Tourism Alliance website.

REPRESENTATIVE TEXTBOOKS:

Recommended Other Texts and Materials

Reference textbook source: Introduction to Hospitality by John R. Walker; Pearson Education, Inc.; 2017.

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Not Transferable

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: J

Noncredit Category: J

Cooperative Education:

Program Status: 2 Stand-alone

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: A

In-Service: N

Occupational Course: C

Maximum Hours: 4

Minimum Hours: 4

Course Control Number: CCC000578306

Sports/Physical Education Course: N

Taxonomy of Program: 130700