

**College of Micronesia-FSM
Pohnpei Campus
Division of Hospitality and Tourism**

Course Outline

Introduction to Hospitality and Tourism Management

Course Title

HTM-110

Division & Number

Associate Professor, Howard Rice

Course Description:

This is a semester length course designed to introduce students to all facets of the hospitality and tourism industry. Students will learn how the international hospitality and tourism industry relies on each element of the travel chain of delivery. These elements include travel agencies, transportation providers, lodging providers, food service providers, attractions providers and natural environments. Students will examine how each element plays a key role in the travel experience. Further presentation of travel trends, sustainable and mass tourism types, history of food service and lodging, world events and effects on tourism and travel will enable students to view a wide cross section of the travel industry. Students will also have the opportunity to examine employment opportunities in the industry, draft resumes and cover letters, practice interviewing as basic employment skills.

Program Outcomes:

- A. Students will learn basic hospitality and tourism industry introductory information enabling them to master a broad understanding of the industry.
- B. Students will be able to participate in discussions about the hospitality and tourism development challenges facing the Federated States of Micronesia.
- C. Students will be able to identify the interdependent components of the international travel system enabling them to effectively understand the relationship and interdependence of these components preparing them for further study.
- D. Students will be able to identify examples of mass, unsustainable and sustainable tourism practices and venues.
- E. Students will be able to seek employment, fill out an employment application, interview and draft a resume and cover letter.
- F. Students will be able to engage in basic hospitality and tourism specific research.

Course Outcomes:

(Measurable student learning outcomes.)

By the end of the HTM 110 course students will be able to:

- A. Identify the components of the international hospitality and tourism industry.
 1. {Core} be able to identify the key hospitality and tourism industry providers.
{Core} be able to explain how the overall hospitality and tourism experience is an interrelated and interdependent series of elements leading to the total travel experience.
 2. {Core} be able to explain history of the lodging industry.
 3. {Core} be able to explain the history of the food and beverage industry.
 4. {Core} be able to describe and explain the modes of international travel.

5. {Core} be able to identify explain the worlds major tourism venues referring name, size, location, type and other descriptive factors.
 6. {Core} be able to conduct basic hospitality and tourism specific research.
 7. {Peripheral} be able to identify the major international tourism markets by demographic, psychographic and geographic description.
- B. Identify and explain the economic, cultural and environmental impacts of the hospitality and tourism industries.
1. {Core} be able to explain the definition of, characteristics of, advantages of and disadvantages of sustainable tourism.
 2. {Core} be able to explain the definition of, characteristics of, advantages of and disadvantages of mass tourism.
 3. {Peripheral} be able to identify and explain the cultural impacts of tourism development.
 4. {Peripheral} be able to identify and explain the environmental impacts of tourism development.
- C. Describe the role of international hospitality and tourism organizations, bureaus, authorities.
1. {Core} be able to explain the purposes of international tourism organizations.
 2. {Core} be to explain the roles of national and state hospitality and tourism authorities on the formulation of hospitality and tourism policies.
 3. {Peripheral} be able to identify explain the roles of FSM state and national tourism authorities.

Instructional Intent:

Students will have the opportunity to view the hospitality and tourism industry from multiple perspectives including historical, by type and service and within the context of world events. This approach should lead to logical conclusions regarding a sustainable hospitality and tourism future for the FSM and other venues.

Definitions and parameters used in this outline:

- A. Core- Refers to an outcome that must be attained in order for a student to pass this course.
- B. Peripheral- Refers to an outcome that should be attained but is not required for a student to pass this course.
- C. Optional- Refers to an outcome, which may be optionally covered by the instructor as a tool for illustrative purposes but is not required fro a student to pass this course.

Textbook:

Introduction to the Hospitality Industry, Powers & Burrows-Wiley & Sons

Methods of Instruction:

Lecture, film, research project, field trips, HTM teaching food service lab and internet research exercises.

Attendance:

As per the COM-FSM General Catalog attendance policy description.

Evaluation:

As per the COM-FSM General Catalog Academic Regulations, Course Grading System.