

## **Resort/Recreation Management**

### **RRM 100 - Introduction to Hospitality and Tourism**

This course provides a general overview of hospitality management. It covers the growth and development, organization and structure, and all of the functional areas of the hospitality industry, including travel and tourism, lodging, food service, and recreation. Included are an explanation of both the management and operational functions of hospitality operations, a discussion of the personal and professional demands of hospitality management, an examination of managing human resources, and an exploration of the future of the industry.

### **Learning Outcomes**

Upon completion of this course you will:

- Define "service" and summarize how service businesses differ from manufacturing businesses.
- Summarize reasons people travel and describe types of travel research.
- Describe in general terms the makeup and size of the lodging and food service industries and identify advantages and disadvantages of a career in hospitality.
- Describe in general terms the size of the restaurant industry and list restaurant industry segments.
- Give examples of guest menu preferences in various parts of the United States and the rest of the world, and summarize the importance of menu design and menu pricing.
- Explain various ways hotels can be owned and operated.
- Distinguish a hotel's revenue centers from its cost centers.
- Compare corporate and developer clubs.
- List and describe types of meetings typically held in lodging facilities.
- Explain how a cruise ship is organized and describe the development of the cruise industry.
- Summarize the history of gaming and describe casino hotels.
- Describe the basic tasks of hospitality managers and trace the development of management theories.
- Identify current labor trends affecting the hospitality industry.
- Distinguish marketing from selling and explain how a marketing plan is developed.
- Explain why hotel management companies came into existence and describe elements of a typical hotel management contract.
- Describe types of franchises and explain how franchising works.