

# Northern Marianas College

## CURRICULUM ACTION REQUEST

**Course:** TS103 Introduction to the Hospitality Industry

**Effective Semester / Session:** FALL 2025

**Type of Action:**

- ☐ New
- ☒ Modification
- ☐ Move to Inactive (Stop Out)
- ☐ Cancellation

**Course Alpha and Number:** TS103


**Course Title:** Introduction to the Hospitality Industry

**Reason for initiating, revising, or canceling:**

To update the course to reflect changes in Textbook, Catalog Course Description, Course Outline, Instructional Goals, Student Learning Outcomes, and Assessment Measures of Student Learning Outcomes.

Yunzi Zhang  3/31/2025

**Proposer** **Date**

Barbara C. Hunter  Mar 31, 2025

Barbara Hunter (Mar 31, 2025 09:47 GMT+10)

**Academic Unit Head** **Date**

 11/21/2024

Adam Walsh

**Language & Format Review Specialist** **Date**

Yunzi Zhang  Mar 31, 2025

Yunzi Zhang (Mar 31, 2025 09:56 GMT+10)

**Academic Council Chair** **Date**

Lorraine C. Maui  Mar 30, 2025

Lorraine Maui (Mar 30, 2025 19:14 CDT)

**Interim Dean of Academic Programs & Services** **Date**

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**Course:** TS103 Introduction to the Hospitality Industry

### 1. Department

School of Business

### 2. Purpose

This course takes a management perspective in introducing students to the organization, structure, and general operation of hotels, restaurants, clubs, cruise ships, and casino hotels. Topics include franchising, management contracts, business ethics, and areas of management responsibility—such as human resources, advertising, marketing and sales. Students are also exposed to various career opportunities in the hospitality industry, and the knowledge and technical skills needed to effectively manage hospitality operations.

### 3. Description

#### A. Required/Recommended Textbook(s) and Related Materials

Required:

Angelo, R. & Cheng, M. (2024). *Hospitality Today: An Introduction*, 9th ed.

Other scholarly papers and trade publications will be assigned throughout the course by the instructor.

Recommended:

Reynolds, D., Rahman, I. & Barrows, C. (2021). *Introduction to Hospitality Management*, 1st ed.

John Wiley & Sons, Inc. Sturman, M., Cornell, J. & Verma, R. (2011). *The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice*, 1st ed.

John Wiley & Sons, Inc. Morrison, A. (2009). *Hospitality and Travel Marketing*, 4th ed. Cengage Learning.

#### B. Contact Hours

1. **Lecture:** 3 per week / 45 per semester
2. **Lab:** None
3. **Other:** None

#### C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

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### **D. Catalog Course Description**

This course provides a comprehensive overview of the hospitality management industry, encompassing hotels, restaurants, event planning, and tourism. Students will explore key concepts, principles, and practices that define successful hospitality operations. Topics include the history and evolution of the industry, organizational structure, customer service excellence, and the importance of marketing and branding. Through case studies, research reports, hands-on projects, students will develop critical skills in management, leadership, and problem-solving. Emphasis will be placed on current trends, including sustainability, technology integration, and the impact of global events on the hospitality sector. By the end of the course, students will be equipped with foundational knowledge and insights to pursue further studies or careers in hospitality management. English placement level: EN095. Math placement level: None. (Offered Fall).

### **E. Degree or Certificate Requirements Met by Course**

This course is required for the A.A.S. in Hospitality Management and in the Certificate of Completion in Hospitality Operations.

### **F. Course Activities and Design**

The course incorporates short lecture, discussion, reading assignments, small group activities, guest speakers, videos, oral presentations, field trips, and other related instructional activities.

### **4. Course Prerequisite(s); Concurrent Course Enrollment**

Prerequisites: EN085

Concurrent Course Enrollment: None

### **Required English/Mathematics Proficiency Level(s)**

English Placement Level: EN095

Mathematics Placement Level: None

### **5. Estimated Cost of Course; Instructional Resources Needed**

Cost to the Student: Tuition for a 3-credit course, instructional materials fee, and the cost of the textbook.

Cost to the College: Instructor's salary.

Needed instructional resources required for this course include: internet, white board and markers, multimedia projector and screen, and access to scholarly articles in tourism research.

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### 6. Method of Evaluation

Student learning will be evaluated based on group activities, homework assignments, midterm and final exams. NMC's grading and attendance policies will be followed.

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### 7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 The Hospitality Industry Overview
  - 1.1 Defining hospitality service and its industry sectors
  - 1.2 Superior hospitality service
  - 1.3 The service vision, design, and culture in hospitality
- 2.0 The Travel & Tourism Industry
  - 2.1 Overview of travel motivation
  - 2.2 The relationship among travel, tourism, and hospitality
  - 2.3 The socio-cultural impact of travel
- 3.0 Hospitality Career Development
  - 3.1 Career options in various hospitality sectors
  - 3.2 People-oriented and service-oriented career vision and goals
  - 3.3 Challenges in developing a successful hospitality career
- 4.0 Introduction to the Foodservice Industry
  - 4.1 Culinary culture and foodservice operations
  - 4.2 The management structure of restaurants
  - 4.3 Starting a new restaurant: key considerations
  - 4.4 Restaurant control and financial management
- 5.0 Introduction to the Lodging Industry
  - 5.1 Lodging sectors
  - 5.2 Hotel ownership and management types
  - 5.3 Organization structure of hotels
  - 5.4 Standard revenue management practices of hotels
  - 5.5 Hotel development and design
  - 5.6 Hotel marketing strategy implementation
- 6.0 Introduction to Club Operations
  - 6.1 Club ownership and management
  - 6.2 Organizational structure of clubs
  - 6.3 Club operational processes
  - 6.4 The economic and social values of clubs
- 7.0 The Meetings, Incentives, Conventions, and Events Industry
  - 7.1 The economic performance of the global MICE industry
  - 7.2 The meeting and event planning process
  - 7.3 Suppliers of the MICE industry
  - 7.4 Career development in the MICE industry

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- 8.0 The Cruise Line Business
  - 8.1 The historical development of cruise lines
  - 8.2 Cruise ship organization
  - 8.3 Contemporary issues in managing cruise line services
  - 8.4 Environmental issues related to cruise line businesses
- 9.0 The Gaming & Casino Industry & Management
  - 9.1 The history of gaming
  - 9.2 Casino hotel organization and management
  - 9.3 Casino development in Native American tribal communities
  - 9.4 Ethical considerations in gaming and casino operations
- 10.0 The Elements of Hospitality Management
  - 10.1 Leadership cultivation in hospitality
  - 10.2 Hospitality marketing strategy and development
  - 10.3 Technology applications in hospitality
  - 10.4 Disaster and emergency management in hospitality
  - 10.5 Franchising contract, management companies and their operational processes
  - 10.6 Social responsibility and corporate governance of hospitality

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### 8. Instructional Goals

The course will introduce students to:

- 1.0 The definition of quality service and the importance of service as a differentiator in hospitality business competition;
- 2.0 Motivations, trends, and approaches of hospitality research;
- 3.0 The economic impact of the hospitality industry in the U.S. and in the global economy;
- 4.0 The operations and management structures of lodging, foodservice, and other hospitality industry sectors;
- 5.0 The social responsibility and corporate governance considerations of hospitality management;
- 6.0 The relationship between hospitality development and community development for disadvantaged peoples and groups;
- 7.0 Marketing strategies for hospitality services; and
- 8.0 Career expectations, opportunities, and development in hospitality.

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### 9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Explain quality service and the importance of service quality for hospitality business success;
- 2.0 Demonstrate management knowledge about key hospitality industry sectors;
- 3.0 Apply principles of excellent customer service to real-world hospitality scenarios;
- 4.0 Discuss sustainability practices in the hospitality industry related to climate change;
- 5.0 Explain contemporary marketing strategies for hospitality businesses, focusing on branding, promotions, and digital marketing
- 6.0 Describe the knowledge and critical-thinking skills required for hospitality career development.

### 10. Assessment Measures of Student Learning Outcomes

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Group Activities;
- 2.0 Homework Assignments;
- 3.0 Research Reports; and
- 4.0 Midterm and Final Examinations.