**《旅游接待业Introduction to Hospitality》**

**课程教学大纲**

一、课程基本信息

课程代码：20080092

课程名称：旅游接待业（全英）

英文名称：Introduction to Hospitality

课程类别：专业课

学 时：32

学 分：2

适用对象：旅游管理（中外人才培养实验班）

考核方式：考试

先修课程：无

二、课程简介

This course provides an understanding of Tourism, Hospitality and Events as separate fields of study and the interrelationship between them all. It looks at the role of THE in society, its involvement with industry and government and its impact on the environment. Tourism, hospitality and events are often viewed as almost separate industries/activities and university degree programs. However, this course is designed to study the inter-relationships that exist between these industries and to demonstrate how they fit into the wider industrial and social landscapes.

Given the increasing trend towards globalization, both socially and economically, the course will take a global perspective of these industries/activities to exemplify how they are related to, and influence the nature of, one another.

As a result of this course, students should recognize that although they may be focusing their studies on one particular industry/activity they need to take into account all the others in order to fully understand their chosen area of expertise.

三、课程性质与教学目的

This course aims for students to develop their knowledge and understanding of the industries/activities of tourism, hospitality and events. In particular students should have a clear understanding of the sectors of these industries/activities and the inter-relationships that exist between them.

After successfully completing this course you should be able to:

1. clearly define tourism, hospitality and event management；
2. comprehend and report on the inter-related nature of tourism, hospitality and events；
3. understand and explain the concepts, evolution and impacts of tourism, hospitality and events globally；
4. work with peers to synthesise and communicate information on a particular topic from the body of knowledge on tourism, hospitality, and events；
5. demonstrate academic literacy and ethical scholarship, and appreciate how this applies to future studies；
6. **compare tourism and hospitality industries in China and globally, especially the roles of different actors and management/government principles in different countrie**s.

四、教学内容及要求

**Chapter 1 Introducing Hospitality**

1. **Learning Objectives**
	1. Discuss the history of hospitality through the ages.
	2. Describe the characteristics of the hospitality industry.
	3. Explain corporate philosophy and total Quality Management.
	4. Discuss the many facets of service and why it has become such an important part of the hospitality industry.
	5. Suggest ways to improve service.
	6. Discuss current trends in the hospitality industry.
2. **Contents**
	1. Hospitality through the ages.
	2. The interrelated nature of hospitality and tourism.
	3. Characteristics of the hospitality industry.
	4. Sustainable hospitality.
	5. Trends in hospitality and tourism.
3. **Review and Discussion**
	1. Compare and contrast the characteristics of the hospitality industry in relation to the tourism industry.
	2. Identify the corporate philosophy of the global hospitality industry.
	3. Assess the importance of Total Quality Management in the global hotel industry.
	4. What is the difference between Total Quality Management and quality control?
	5. **Describe the history of the global hospitality industry.**
	6. Apart from sustainability and green travel, discuss two key trends in hospitality and tourism.
4. **Teaching Methods**

 Lecture, Online resources application.

**Chapter 2 The Hotel Business**

1. **Learning Objectives**
	1. Describe hotel ownership and development via hotel franchising and management contracts.
	2. Explain the diamond rating classification of hotels.
	3. Classify hotels by rating system type, location, and price.
	4. Discuss the concept and growth of vacation ownership.
	5. Discuss sustainable/green lodging.
	6. Identify trends influencing the hotel business.
2. **Contents**
	1. Hotel development and ownership
	2. Classification of hotels and lodging properties
	3. International perspectives
	4. Sustainable or green lodging
	5. Trends in hotel development and management
3. **Review and Discussion**
	1. Why do you think an entrepreneur would choose to purchase a hotel instead of acquiring a franchise?
	2. Evaluate the importance of various hotel rating systems.
	3. Critically assess the trends that you feel will have the biggest impact on the future of the global hospitality industry.
4. **Teaching Methods**

 Lecture, Online resources application.

**Chapter 3 Rooms Division**

1. **Learning Objectives**
	1. Outline the duties and responsibilities of key executives and department heads.
	2. Draw an organizational chart of the rooms division of a hotel and identify the executive committee members.
	3. Describe the main functions of the rooms division departments.
	4. Describe property management systems and discuss yield management.
	5. Calculate occupancy percentages, average daily rates, and actual percentage of potential rooms revenue.
	6. Outline the importance of the reservations and guest services functions.
	7. List the complexities and challenges of the concierge, housekeeping, and security/loss prevention departments.
2. **Contents**

2.1 The functions and departments of a hotel

* 1. Management structure and roles of departments

2.3 Security/loss prevention

2.4 Trends in hotel development and management

1. **Review and Discussion**
	1. Briefly define the purpose of a hotel. Why is it important to empathize with the culture of guests?
	2. List the main responsibilities of the front- office manager.
	3. What are the benefits of using a central reservation system?
	4. Why is the concierge an essential part of the personality of a hotel?
	5. Explain the importance of accident and loss prevention. What security measures are taken to protect guests and their property?
2. **Teaching Methods**

 Lecture, Online resources application.

**Chapter 4 Food and Beverage**

1. **Learning Objectives**
	1. Describe the duties and responsibilities of a food and beverage director and other key department heads.
	2. Describe a typical food and beverage director’s day.
	3. State the functions and responsibilities of the food and beverage departments.
	4. Perform computations using key food and beverage operating ratios.
2. **Contents**

2.1 Food and beverage management

2.2 Kitchen

2.3 Stewarding department

2.4 Catering department

2.5 Sustainable wine production

2.6 Sustainable brewing

2.7 Trends in the beverage industry

1. **Review and Discussion**
	1. Briefly describe the challenges a food and beverage director faces on a daily basis.
	2. List the measures used to determine the food and beverage department’s profit and loss.
	3. Explain the problems a hotel faces in making the following departments profitable: restaurants, bars, and room service.
	4. Explain the importance of the catering department for a hotel and list the responsibilities of a catering sales manager (CSM).
2. **Teaching Methods**

 Lecture, Online resources application.

**Chapter 5 The Restaurant Business and Management**

1. **Learning Objectives**
	1. Describe a restaurant’s front of the house.
	2. Explain how restaurants forecast their business.
	3. Describe restaurant service.
	4. Describe front- and back-of-the-house systems.
	5. Outline back-of-the-house operations.
	6. Summarize restaurant management financials.
2. **Contents**

2.1 The restaurant business

2.2 Franchises

2.3 Sustainable restaurant operations

2.4 Back-of-the-house operation

2.5 Restaurant management financials

2.6 Trends in the restaurant industry

1. **Review and Discussion**
	1. Most restaurants forecast a budget on a weekly and monthly basis, one that projects sales and costs for a year in consideration of guest counts and the average guest check.
	2. To operate a restaurant, products need to be purchased, received, and properly stored.
	3. Food production is determined by the expected business for the next few days. The kitchen layout is designed according to the sales forecasted.
	4. Good service is very important. In addition to taking orders, servers act as salespersons for the restaurant.
	5. The front of the house deals with the part of the restaurant having direct contact with guests, in other words, what the guests see—grounds maintenance, hosts/ hostesses, dining and bar areas, bartenders, bussers, and so on.
	6. The back of the house is generally run by the food service/kitchen manager, and refers to those functional areas and tasks with which guests usually do not come in contact. This includes purchasing, receiving, storing/issuing, food production, stewarding, budgeting, accounting, and control.
2. **Teaching Methods**

 Lecture, Online resources application.

**Chapter 6 Tourism and managed services**

1. **Learning Objectives**
	1. Summarize the historical impact of transportation on tourism.
	2. Define tourism and describe the important international tourism organizations.
	3. Describe the benefits and prospects of tourism.
	4. Describe the economic impact of tourism.
	5. Identify the promoters of tourism.
	6. Summarize the sociocultural impact of tourism.
	7. Describe ecotourism.
2. **Contents**

2.1 The historical impact of transportation on tourism

2.2 What is tourism in the 21st century?

2.3 The economic, social and cultural impact of tourism

2.4 Ecotourism

2.5 Sustainable tourism

* 1. Cultural, heritage, nature, and volunteer tourism
	2. Trends in tourism and travel
1. **Review and Discussion**
	1. Give a broad definition of tourism and explain why people are motivated to travel.
	2. explain the objectives of the UNWTO. What are the characteristics of the travel and tourism industry according to the UNWTO and the WTTC?
	3. Choose a career in the tourism business and give a brief overview of what your responsibilities would be.
	4. Discuss the positive and negative impacts that tourism can have on a country in relation to tourism pollution and ecotourism.
2. **Teaching Methods**

 Lecture, Online resources application.

**Chapter 7 Recreation, Attractions, and Clubs**

1. **Learning Objectives**
	1. Discuss the relationship of recreation and leisure to wellness.
	2. Explain the origins and extent of government-sponsored recreation.
	3. Distinguish between commercial and noncommercial recreation.
	4. **Identify different types of major attractions in China and globally.**
2. **Contents**

2.1 Recreation, leisure and wellness

2.2 Government-sponsored recreation

* 1. Commercial recreation attractions
	2. Managing attractions
	3. Noncommercial recreation

2.6 Trends in recreation and leisure

1. **Review and Discussion**
	1. Define recreation and its importance to human wellness. What factors affect an individual’s decision to participate in recreational activities?
	2. **Describe three recreation activities that are sponsored by the Chinese government and identify the superiority of the socialist system.**
	3. Briefly describe the difference between commercial and noncommercial recreation.
2. **Teaching Methods**

 Lecture, Online resources application

**Chapter 8 Gaming Entertainment**

1. **Learning Objectives**
	1. Outline the history of modern casinos.
	2. Describe the various components of modern casino hotels.
	3. Explain how casinos have been integrated into larger hospitality operations.
	4. Understand the basic principles of casino operations.
	5. Discuss the different positions within the gaming industry.
2. **Contents**

2.1 Historical review of gaming entertainment

* 1. Case of Macau
	2. Working in a casino resort
	3. Sustainability in gaming entertainment
	4. Trends in the gaming entertainment industry
1. **Review and Discussion**
	1. What defines a gaming entertainment business?
	2. Explain the attraction of gaming entertainment as a tourist.
	3. Why is it necessary for strict regulations to be in force on the casino floor?
	4. How are hotel operations in a gaming entertainment business different from hotel operations in a nongaming environment?
2. **Teaching Methods**

 Lecture, Online resources application

**Chapter 9 Meetings, Conventions and Expositions**

1. **Learning Objectives**
	1. List the major players in the convention industry.
	2. Describe destination management companies.
	3. Describe the different aspects of being a meeting planner.
	4. Explain the different types of meetings, conventions, and expositions.
	5. List the various venues for meetings, conventions, and expositions.
2. **Contents**

2.1 Development of the meetings, conventions, and expositions industry

2.2 Key players in the industry

2.3 Types of meetings, conventions, and expositions

2.4 Historical associations

2.5 venues for meetings, conventions, and expositions

* 1. Sustainable meetings, conventions, and expositions

2.6 Trends in meetings, conventions, and expositions

1. **Review and Discussion**
	1. Which new technologies are being used in meetings and conventions?
	2. Why are cruise ships being increasingly used as venues for meetings?
	3. Discuss the role and functions of a DMC.
	4. Outline the format of a typical convention program.
2. **Teaching Methods**

 Lecture, Online resources application

**Chapter 10 Special Events**

1. **Learning Objectives**
	1. Define a special event.
	2. Describe what event planners do.
	3. Classify special events.
	4. Outline the skills and abilities required for event management.
	5. Identify the main professional organizations and associations involved with the special events industry.
2. **Contents**

2.1 Classifications of special events

* 1. What event planners do
	2. Required skills and abilities for event management
	3. Special event organizations
	4. Sustainability in special events

2.6 Trends in the special events industry

1. **Review and Discussion**
	1. What are the responsibilities of an event planner?
	2. What are the challenges for event planners and managers?
	3. Describe three of the classifications of special events.
	4. **Describe what organizers should do for crisis management.**
2. **Teaching Methods**

 Lecture, Online resources application

**Chapter 11 Leadership and Management**

1. **Learning Objectives**
	1. Identify the characteristics and practices of leaders.
	2. Define *leadership*.
	3. Identify the characteristics and practices of management.
	4. Define *management*.
	5. Differentiate between leadership and management.
	6. Discuss ethics in hospitality.
2. **Contents**

2.1 Leadership in hospitality management

* 1. Sustainable leadership

2.3 Ethical dilemmas in hospitality

2.4 Trends in leadership and management

1. **Review and Discussion**
	1. Give examples of the management functions as they apply to the hospitality industry.
	2. Discuss the changing role of managers.
	3. Define leadership and name the essential qualities of a good leader.
2. **Teaching Methods**

 Lecture, Online resources application

五、各教学环节学时分配

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **教学环节****教学时数****课程内容** | **讲****课** | **习****题****课** | **讨****论****课** | **实验** | **实习** | **其他教学环节** | **小****计** |
| 1. Introducing Hospitality
 | 2 |  |  |  |  |  | 2 |
| 1. The Hotel Business
 | 2 |  | 2 |  |  |  | 4 |
| 1. Rooms Division
 | 2 |  |  |  |  |  | 2 |
| 1. Food and Beverage
 | 2 |  |  |  |  |  | 2 |
| 1. The Restaurant Business and Management
 | 3 |  | 2 |  |  |  | 5 |
| 1. Tourism and managed services
 | 2 |  |  |  |  |  | 2 |
| 1. Recreation, Attractions, and Clubs
 | 2 |  | 2 |  |  |  | 4 |
| 1. Gaming Entertainment
 | 2 |  |  |  |  |  | 2 |
| 1. Meetings, Conventions and Expositions
 | 3 |  | 2 |  |  |  | 5 |
| 1. Special Events
 | 2 |  |  |  |  |  | 2 |
| 1. Leadership and Management
 | 2 |  |  |  |  |  | 2 |
| 合计 | 24 |  | 8 |  |  |  | 32 |

六、课程考核

（一）考核方式

考试

（二）成绩构成

平时成绩占比：40% 期末考试占比：60%

（三）成绩考核标准

**1. Assessment:**

Presentation: Content (40%) + Structure (30%) + Oral Presentation (15%) + Aesthetics (15%)

Reading Report: Content (40%) +Structure (30%) + Grammar (20%) + Aesthetics (10%)

**2. Class Attendance**

**3. Finals**

七、推荐教材和教学参考资源

1. Walker, J. R. (2017).  Introduction to Hospitality (7th ed.). Prentice Hall.
2. Ford, R.C., Sturman, M.C. & Heaton, C.P. (2012). Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Experience. Pages 14-17.
3. Weaver, D. & Lawton, L. (2014).  Tourism Management, 5th Ed.  Pages 50-60.
4. Walker, J.R. (2013). Introduction to Hospitality, 6th Ed.  Pages 354-356.
5. UNWTO. (2019). Tourism Highlights. <https://doi.org/10.18111/9789284421152>
6. Weaver, D. & Lawton, L. (2014).  Tourism Management, 5th Ed. Pages 286-295.
7. Ford, R.C., Sturman, M.C. & Heaton, C.P. (2012). Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Experience.
8. Millard, N. (2006).  Learning from the ‘wow’ factor- how to engage customers through the design of effective affective customer experiences.  BT Technology, 24(1), 11-16.
9. Calahan, M. (2014).  What do the words hospitality and customer service mean to you?
10. Coussement, M.A., Tanyatanaboon, M., Li, Z., Shportko, A. & Miao, L. (2014).  A strategy of duality: New choreography for the Marriott/Ritz-Carlton dance.  Journal of Hospitality & Tourism Cases.

八、其他说明

N/A

大纲修订人：吴炆佳 修订日期：2020年12月

大纲审定人： 审定日期：