

Course Outline for: BUSN 1157 Introduction to Hospitality and Tourism Management**A. Course Description:**

1. Number of credits: 4
2. Lecture hours per week: 4
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

The tourism industry is one of the world's largest, and fastest growing industries. Through assigned readings, research, discussions, and assignments, students will learn the different sectors of the hospitality and tourism industry and discuss the leadership skills needed to manage the operations, human resources, and guest experiences of hospitality and tourism businesses

B. Date last reviewed/updated: March 2024**C. Outline of Major Content Areas:**

1. Historical development of the hospitality and tourism industry.
2. Creating an experience-based business.
3. Managing vs. leading in the hospitality and tourism industry.
4. Sustainability in the hospitality and tourism industry.
5. Characteristics of the hospitality and tourism industry.
6. Challenges in managing and leading hospitality and tourism businesses.
7. Sectors of the tourism industry.
 - a. Transportation
 - b. Attractions
 - c. Food and beverage
 - d. Accommodations
 - e. Assembly and events
8. The future of the hospitality and industry.

D. Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

1. Explain the size and scope of the hospitality and tourism industry.
2. Explain the sectors of tourism and the importance of the interrelationships between businesses.
3. Explain the challenges in managing hospitality and tourism businesses.
4. Discuss the competencies needed to be an effective leader in the hospitality and tourism industry.
5. Demonstrate an understanding of sustainability in the hospitality and tourism industry.
6. Discuss the external factors that impact the hospitality and tourism industry.
7. Discuss the importance of creating memorable guest experiences.

8. Defend the importance of diversity in the hospitality and tourism workplace.

E. Methods for Assessing Student Learning:

Methods for assessment may include, but are not limited to, the following:

1. Discussions
2. Assignments
3. Quizzes
4. Examinations
5. Project-based learning

F. Special Information:

None