



HOS 121: Introduction to Hospitality

Hospitality is the world's largest industry. The focus of this course will be introductory in nature. It will provide students with an understanding of how people use their free time. Each chapter will provide students with an overview of the specific area of study with an emphasis on industry trends and future developments, terminology and an understanding of interrelationships of different aspects of the Hospitality Industry. Three lecture hours per week. 3 credits Fall

Course Student Learning Outcomes

1. Describe the economic size of the hospitality industry. 2. Describe the importance of implementing sustainability practices in the hospitality industry. 3. Explain the importance of having an inventory of a community's hospitality resources. 4. Describe the impact Destination Management Organizations have on the Hospitality Industry. 5. Outline what current technology is used in the Hospitality Industry. 6. Explain what impact social media has on marketing for the Hospitality Industry.

Credits: 3

Program: Hospitality