

MGMT-100 : Introduction to the Hospitality Industry

This course will present the history, trends, and options in the hospitality industry and prepare students to critically evaluate their career options. The course will provide an overview of the hospitality industry, including social and economic forces affecting growth and change, restaurant industry organization, competitive forces in foodservice, forces shaping the lodging industry, competition in the lodging business, tourism destinations, and tourism generators. The concept of hospitality as a service industry will also be discussed in depth.

Credits 1.5