

KOCW Content Development Application

Applicant		Faculty	Department	Major
	Name	ALAA NIMER ABUKHALIFEH	Position	Assistant Professor
	Contact		E-mail	
Content	Subject	Introduction to the Hospitality industry Hotel Organization (001)		
	Credit	1 credit		
	Field	Liberal Arts () Social Science (/) Engineering () Natural Science () Education () Medicine or Pharmaceutical Study () PE or Art ()		
	Outline of the Class	This subject will enable understanding of the history, development and future of hospitality industry from an international perspective 1. To acknowledge the origin and history of the development of hospitality industry 2. To learn about the growth and development of modern hospitality industry worldwide 3. To understand, and reflect on the future development of hospitality industry in the world 4. To identify and understand the current and some future trends in the hospitality industry across the world and Asia		
	Weeks	(13) Weeks		
I submit this document for the KOCW Development Project. <div style="text-align: center;">2021. 03 . 26 .</div> <div style="text-align: right; margin-top: 10px;">Applicant : _____ (Sign)</div>				
Head of CTL, Woo-Song University				

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KOCW Content Development Application

1. Outline

가. Name of a Class

Class Name	Introduction to the Hospitality industry Hotel Organization (001)		
Semester	Second semester of 2021	Division	Major (/) Liberal Art ()

나. Goal of a Class

(1) Goal of a Class :

The goal of the class it's a CONTENT—BENEFITS FOR STUDENT

Introduction to Management in the Hospitality Industry encompassing everything from students' concerns about their role in the industry and operational issues to the function of management. The organization week should also help students understand the relationships among the various topics. Brief descriptions of each of the major sections are as follows.

Part One: Perspectives on Careers in Hospitality begins by developing an industry perspective with a general discussion of hospitality careers. Industry trends, changing demographics, and supply and demand are all important topics covered in these chapters.

Part Two: Food Service takes an in-depth look at food service and its various subsegments. Restaurant operations, organization, environment, competition, on-site food service, and food-service-related topics are covered. The final chapter of the section looks at issues facing the industry.

Part Three: Lodging focuses on the lodging industry and its various segments, products, and brands. These chapters chronicle recent developments, including new modes of financing hotel expansion and new financial trends affecting this sector. Factors relating to the competitive environment of the lodging industry are the subject of the final chapter in Part Three.

Part Four: Travel and Tourism comprises two chapters that focus on tourism. Tourism growth, economic and social impacts, travel trends, career opportunities, and the role that tourism plays in society are all discussed in Chapter 13. Chapter 14 looks at tourism destinations, including the growing area of gaming, theme parks, and natural environments.

Part Five: Management in the Hospitality Industry provides a concise introduction to the tools that managers use to help them achieve their goals. Using theories, examples, and case histories,

these six chapters portray the management function as an active force for solving problems that hospitality organizations face.

Part Six: Hospitality as a Service Industry examines service as process and considers the work of rendering service as a personal experience. In the end, students will have gained a strong overview of the industry, where it fits into the broader world, the major career paths, as well as the important issues and challenges that managers face.

(2) Introduction :

Most people think of the hospitality industry, they usually think of hotels and restaurants. However, the true meaning of hospitality is much broader in scope. According to the Oxford English Dictionary, hospitality means “the reception and entertainment of guests, visitors or strangers with liberality and good will.” The word hospitality is derived from hospice, the term for a medieval house of rest for travelers and pilgrims. Hospice—a word that is clearly related to hospital—also referred to an early form of what we now call a nursing home. Hospitality, then, not only includes hotels and restaurants but also refers to other kinds of institutions that offer shelter, food, or both to people away from their homes. We can also expand this definition, as many people have, to include those institutions that provide other types of services to people away from home. This might include private clubs, casinos, resorts, attractions, and so on. This wide variety of services will be discussed in later chapters. These different kinds of operations also have more than a common historical heritage. They share the management problems of providing food and shelter—problems that include erecting a building; providing heat, light, and power; cleaning and maintaining the premises; overseeing employees; and preparing and serving food in a way that pleases the guests. We expect all of this to be done “with liberality and good will” when we stay in a hotel or dine in a restaurant, but we can also rightfully expect the same treatment from the food service department in a health care facility or while enjoying ourselves at an amusement park.

2. Weekly Plan

Week	Content(Topic)	Learning Objective	How to Operate		
			Methodology	Material	Reference
1	Introduction to Hospitality	1.1 What Is Hospitality Management? 1.2 The Manager's Role in the Hospitality Industry 1.3 Why Study in a Hospitality Management Program? 1.4 Planning a Career	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introduction to management in the hospitality industry, study guide. John Wiley & Sons.
2	Forces Affecting Growth and Change in the Hospitality Industry	1.1 Demand 1.2 Supply 1.3 Workforce Diversity 1.4 The impact of labor scarcity	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introduction to management in the hospitality industry, study guide. John Wiley & Sons.
3	The Restaurant Business	1.1 The Varied Field of Food Service 1.2 The Dining Market and the Eating Market Contemporary Popular-Priced Restaurants 1.3 Restaurants as Part of a Larger Business	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introduction to management in the hospitality industry, study

					guide. John Wiley & Sons.
4	Restaurant Operations	<p>1.1 The Front of the House The Back of the House</p> <p>1.2 Making a Profit in Food Service Operations</p> <p>1.3 Keeping the Score in Operations: Accounting Statements and Operating Ratios</p> <p>1.4 Life in the Restaurant Business</p>	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introducti on to managem ent in the hospitalit y industry, study guide. John Wiley & Sons.
5	Restaurant Industry Organization: Chain, Independent, Or Franchise	<p>1.1 Chain restaurant system</p> <p>1.2 Independent Restaurants</p> <p>1.3 Franchised Restaurants</p>	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introducti on to managem ent in the hospitalit y industry, study guide. John Wiley & Sons.
6	Competitive Forces in Food Service	<p>1.1 Competitive Conditions in Food Service</p> <p>1.2 The Marketing Mix</p> <p>1.3 Competition with Other</p>	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008).

		Industries			Introduction to management in the hospitality industry, study guide. John Wiley & Sons.
7	On-Site Food Service	1.1 Comparing On-Site and Commercial Food Services 1.2 Self-Operated Facilities 1.3 Managed-Services Companies 1.4 College and University Food Service	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introduction to management in the hospitality industry, study guide. John Wiley & Sons.
8	Issues Facing Food Service	1.1 Consumer Concerns 1.2 Food Service and the Environment 1.3 Technology	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introduction to management in the hospitality industry

					industry, study guide. John Wiley & Sons.
9	Lodging: Meeting Guest Needs	<p>1.1 The Evolution of Lodging</p> <p>1.2 Classifications of Hotel Properties</p> <p>1.3 Types of Travelers</p>	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introduction to management in the hospitality industry, study guide. John Wiley & Sons.
10	Hotel and Lodging Operations	<p>1.1 Major Functional Departments</p> <p>1.2 The Rooms Side of the House</p> <p>1.3 Hotel Food and Beverage Operations</p>	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introduction to management in the hospitality industry, study guide. John Wiley & Sons.
11	Forces Shaping the Hotel Business	1.1The Economics of the Hotel Business	LECTURE	PPT VIDEO	Barrows, C. W., &

		1.2 Dimensions of the Hotel Investment Decision			Powers, T. (2008). Introduction to management in the hospitality industry, study guide. John Wiley & Sons.
12	Competition in the Lodging Business	1.1 The Conditions of Competition 1.2 The Marketing Mix in Lodging 1.3 Product in a Segmented Market	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introduction to management in the hospitality industry, study guide. John Wiley & Sons.
13	Tourism: Front and Center	1.1 Definition of tourism industry 1.2 Dimensions of tourism 1.3 Factors affecting travel and tourism	LECTURE	PPT VIDEO	Barrows, C. W., & Powers, T. (2008). Introduction to management in the hospitalit

					y industry, study guide. John Wiley & Sons.
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※ You can freely complete the content sections based on the feature of the class.

3. How are you going to use your class?

For a credit class (), For a non-credit class (), For a public view (/)

4. Expected Outcome

If any phrase characterizes the hospitality and tourism industry today it would probably be "constantly changing." Worldwide recessionary conditions, globalization, industry-wide focus on sustainability and corporate responsibility are just some of the forces converging and resulting in widespread change. The result is an industry that requires future leaders in hospitality and tourism to be well versed in past, current, and emerging management practices. To this end, the Introduction to Management in the Hospitality Industry features both historical perspectives and discussions of new trends in a variety of sectors. the main goal, as it has been all along, is to provide students with the most up-to-date content with the hope that the next generation of hospitality leaders will be fully prepared to great the challenges of this dynamic industry.