

**J. Sargeant Reynolds Community College**  
**Course Content Summary**

**Course Prefix and Number:** HRI 154

**Credits:** 3

**Course Title:** Principles of Hospitality Management

**Course Description:** Presents basic understanding of the hospitality industry by tracing the industry's growth and development, reviewing the organization and management of lodging, food, and beverage operations; and focusing on industry opportunities and future trends. Lecture 3 hours per week.

**General Course Purpose:** This course provides a basic understanding of the hospitality industry by tracing the industry's growth and development, reviewing the organization and management of lodging, food, and beverage operations, and by focusing on industry opportunities and future trends. Particular emphasis is placed upon the co-development with and reliance upon the travel and tourism industries.

**Course Prerequisites and Co-requisites:** None

**Course Objectives:**

Upon completing the course, the student will be able to:

- a. Define the travel and tourism industry and entities that promote industry success;
- b. Identify travel generators;
- c. Summarize the social and economic impact of travel;
- d. Explore hospitality careers;
- e. Identify food service industry segments and types of restaurants;
- f. Identify the organization of restaurants and discuss financial and operational controls;
- g. Discuss the history, development, and scope of the lodging industry;
- h. Identify types of lodging properties;
- i. Discuss the development and planning of new hotels;
- j. Identify the organization of hotels and distinguish hotel revenue centers from cost centers;
- k. Identify the nature and scope of city clubs and country clubs;
- l. Explore the meetings industry;
- m. Summarize the basic principles of hospitality management science;
- n. Discuss human resources concerns within the hospitality industry;
- o. Discuss marketing and selling principles relative to the hospitality industry;
- p. Discuss marketing communications, including advertising, public relations, publicity, and sales promotion principles relative to the hospitality industry;
- q. Discuss the nature of hospitality management companies and the characteristics of management contracts;
- r. Describe the nature and scope of hospitality franchising; and
- s. Discuss concepts of social responsibility and business ethics.

**Major Headings to Be Included:**

- a. Travel and tourism industry and entities
- b. Travel generators and social economic impact
- c. Hospitality careers
- d. Industry segments and various property types
- e. History of lodging industry
- f. Hotel design and development
- g. Revenue centers
- h. Hospitality human resources
- i. Hospitality marketing
- j. Social responsibility and business ethics

**Effective Date of Course Content Summary:** August 6, 2014