## Diploma

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| TITLE: Introduction to the Hospitality Industry |
| Module Code:  Module: Introduction to the Hospitality Industry  Year: 2017 |
| 1. Instructional Hours:   Minimum Requirement: 12 hours  Lecture: 12 hours  Project: 6 hours  Private study: 12 hours  Total:  Credit Value: 2 |
| 1. Module Synopsis:   Hospitality refers to the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests, visitors, or strangers. An ancient practice of generosity to strangers without expecting reward. And, the hospitality industry encompasses 5 sectors that is Lodging Accommodation, Food and Beverage, Travel and Tourism, Entertainment Industry and Timeshare. |
| 1. Module Objectives   Students will learn what the Hospitality Industry is all about  Students will learn about the Historical Background of the Hospitality Industry and its Journey down memory lane.  Students will learn more about the Hospitality industry and its sectors  Students will learn the hospitality industry’s significance |
| 1. Learning Outcomes:   Understand what the Hospitality Industry is all about  Understand the Historical Background of the Hospitality Industry and its Journey down memory lane.  Understand more about the Hospitality industry and its sectors  Understand the hospitality industry’s significance |
| 1. Assessment Components:   To successfully complete the module students must perform the following:   |  |  |  | | --- | --- | --- | | Components | Weightage | Due Date | | Assignment | 100% | 2 weeks after end of module |  * The nominal word count for this module is 1,200 words. The suggested range is in between 1000-1500 |
| 1. Teaching and learning strategies   Study of this module is by classroom tuition, case-study and independent study.  Teaching media includes:   * PowerPoint * Multimedia Resources * Books references |
| 1. Recommended Reading |

## Detailed Syllabus

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| Learning Objectives: |
| 1. Introduction to the Hospitality Industry |
| 1.0 Introduction to the Hospitality Industry  • What is Hospitality? |
| 2. Historical Background of the Hospitality Industry |
| 1.1 Historical Background of the Hospitality Industry  1.1.1 Journey to the memory lane for hospitality industry:  • 1.1.1.1 Early Hospitality  • 1.1.1.2 Medieval Period for hospitality industry  • 1.1.1.3 The New World of hospitality- Renaissance and the French Revolution  • 1.1.1.4 Nineteenth Century and twentieth century for hospitality and tourism  • 1.1.1.5 Modern Hospitality industry |
| 3. About the Hospitality industry |
| 1.2 About the Hospitality industry  1.2.1 Five different sectors of the hospitality industry:  • 1.2.1.1 Lodging-Accommodation  • 1.2.1.2 Food and Beverage  • 1.2.1.3 Travel and Tourism  • 1.2.1.4 Entertainment Industry  • 1.2.1.5 Timeshare |
| 4. The hospitality industry significance |
| 1.3 The hospitality industry significance  • Importance in the industry |