

HSTM 101C : Introduction to the Hospitality and Tourism Industry

Provides an overview of the structure and scope of the travel/tourism and hospitality industries. This course examines the components of the tourism industry: transportation, accommodation, food and beverage, and attractions. Other topics include the history, political, social, and cultural impacts tourism has on local, state, and global environments. A section of the course is devoted to the N.H. tourism environment. Students will review marketing, motivation, and other forces that draw guests to the state. Students will be required to prepare a career-planning outline. A travel fee of \$75 will be assessed for all students. The money will be used to defray some of the costs associated with student travel experiences.

Credits 3

Lab/Practicum/Clinical Hours 0

Lecture Hours 3