



INTRODUCTION TO HOSPITALITY AND TOURISM (IHT) Course Overview and Syllabus

Overview

This foundational course provides a broad overview of the global hospitality and tourism industry—one of the world’s largest and fastest-growing economic sectors. Students will explore the industry’s history, growth, and development, gaining insight into how hospitality has evolved from ancient traditions of welcoming travelers to today’s complex network of international businesses that deliver experiences, comfort, and service across the globe.

Through this course, students will examine the major industry segments—including lodging, food and beverage, travel and tourism, events and conventions, recreation, and gaming—and learn how each operates both independently and interdependently as part of the larger “umbrella industry.” Each sector will be studied in terms of its distinguishing characteristics, organizational structure, and the guest service principles that drive success.

In addition to understanding the industry itself, students will be introduced to the wide variety of career pathways available—from front-line guest service to management, entrepreneurship, and corporate operations. Emphasis will be placed on the essential employability and soft skills—communication, teamwork, professionalism, problem solving, and adaptability—that employers consistently seek and that define success in hospitality careers.

By the end of this course, students will not only understand what makes hospitality one of the most dynamic and people-centered industries in the world, but also how they can begin shaping their own path within it.

Getting Started!

Personalized World Campus Login

Your school faculty member will give you directions on how to register for your first course and add on more courses as you advance through the AHA World Campus program. You are only allowed one login. If, at anytime you forget your login, your faculty member can help you retrieve it.

On your first-time logging in you will be asked to complete additional registration steps. These steps allow you to create a password, select a student avatar picture, review our honor code and watch the World Campus Orientation. This orientation will help you learn about AHA, our overall course goals and how to navigate the system. Once you have watched the orientation in its entirety, you then will be given full access to the World Campus system and your courses.

Home Page

Each time you login to AHA World Campus, you will be taken to the homepage. This is where you can access your course, transcript, additional professional development activities and our daily “aha Moments” designed to inspire an **A**mazing **H**ospitality **A**ttitude.

Help Desk

You will also find the Help Desk on the homepage. If you have any concerns or questions, please complete a Help Desk form and it will be sent to the AHA Training and Development team. Please allow 24 hours to receive a response.

Transcript

The Transcript tab allows you to view your current progress in all AHA World Campus courses and is also where you will find your course certificate upon successful completion of the course.

AHA World Campus Course Curriculum

Curriculum (AHA Course)

On the homepage you will find the curriculum tab up at the top navigation bar and in the box labeled **Get Ready**. Click on these tabs and you will be taken to your course to begin or continue. There are 10 IHT modules. Each module will contain the following activities, which are explained in more detail below:

- ✓ IHT Seminar(s)
- ✓ Seminar Assessment Quiz
- ✓ Skill Builder Activities
- ✓ Online Discussions
- ✓ “a ha!” Moments

Seminars

When you click on “Seminars,” you will find a corresponding seminar for each module. These are a series of self-paced, interactive sessions. Each seminar is voiced over, so make sure the volume of your computer is turned up. You can click pause at any time and replay a previous slide by using the seminar navigation system. We encourage all participants to take notes and use these as study material for the final exam.

Quizzes

Once you feel confident with the knowledge presented in the seminar, you are now ready to take the corresponding quiz. Click on “Quizzes” and select the quiz that is in the same Module folder as the seminar you watched. You will have **ONLY two attempts** to pass each quiz with a passing grade of **70%**. If you feel you need to retake a quiz, please discuss it with your school faculty member.

Skill Builder Activities

The skill builder activities allow students to put theory into practice and build on the knowledge and skills gained from the seminars. There will be a corresponding Skill Builder for each Module. Click on the Module and follow the instructions. **Each Skill Builder is worth 5 points**. Students receive 5 points for completing them and 0 points for an incomplete activity.

Online Discussions

The discussion forum allows students to reflect on their experiences and share these experiences with fellow students and instructors. There will be a corresponding Discussion for each Module and they are worth 5 points each. Click on the Module and reply to the various discussion posts. Students are required to post a reply and one response per discussion in order to earn the 5 points.

Examinations

One examination will be given for this course. The final exam will appear in Module 10 after you have finished with that module’s activities. Before taking your final exam, you will be asked to complete a course evaluation to help AHA further enhance our system and courses.

Please note that your final exam is automated and **ONLY** come on when you have completed **ALL** activities. Each module must have all green checkmarks in order for the final assessment to be activated.

Grading and Special Designation

A student must have a minimum grade of 70% to earn the AHA World Campus course certificate from AHA World Campus. **NOTE:** The AHA World Campus course grade may differ from your final school grade as your school may have a different grade criteria and percentage allocation. The grade from your school is the official grade that will be seen in your Transcript of Records. Students who receive a final grade of 93% or higher will receive a special citation from the American Hospitality Academy.

Your final grade in the course will be computed based on the following criteria and weight distribution, for a total of 100%.

Grading Scale

Quizzes:	25%
Final Exam:	25%
Activities:	50% (Online discussions and skill builders make up this percentage)

“a ha!” Moments

At the end of each seminar, you will be asked to watch what we call an **“a ha!” Moment**. What is an “a ha!” Moment? It is a mini lesson within the lesson that allows you to reflect on what you have learned and inspires and motivates you to continue to embrace the **Amazing Hospitality Attitude!**

Career PREP- A virtual Career Guidance Center

Career PREP gives AHA World Campus participants the opportunity to gain additional professional development skills by creating a personalized “virtual” Career PREP Portfolio. Through engaging workshops and activities, you will have the opportunity to develop a Career PREP Portfolio to carry with you when you head out into the world. The four career prep badges include:

Service Excellence

The difference between ordinary and extraordinary is that little bit extra. Think about what type of guest service provider you want to be. Will you create positive and lasting memories in your guest interactions? Will you choose to make a difference? This workshop will show you how to deliver exemplary guest service in the workplace.

Smart Goals

The ultimate objective of goal setting is to be proud of the person you see when you look in the mirror. Your goals represent what is important to you, and what you want to get out of life. It is these goals that help motivate you to accomplish the things that matter.

Resume & Cover Letter

An excellent resume has the power to open doors. In this Career Prep workshop, you will learn the latest resume and cover letter techniques that will allow you to stand out and grab the attention of your desired employer. You will increase your chances for getting a great job in the field you love.

Interview Skills

This badge activity provides you the opportunity to personally practice the interview process by answering the Top 20 questions that applicants are typically asked during a job interview. Once you answer a question, sample answers are provided.

Appendix 1

Module Descriptions

M1 The Hospitality and Tourism Industry

In this first module, you'll explore the key differences between tourism and hospitality and identify the main sectors that make up this dynamic umbrella industry. You'll also discover what makes its products and services unique—and why this industry is all about creating memorable experiences. *After completing this module, participants should be able to:*

- Explain why the hospitality industry is sometimes referred to as the “Umbrella Industry.”
- Describe the “Spirit of Hospitality” and its role in creating guest satisfaction.
- Explain why most hospitality services are intangible and perishable.
- Analyze how the unique characteristics of hospitality services (intangibility, perishability, inseparability, variability) affect operations and guest experiences.

M2 Tourism and Today's Traveler

Tourism never sleeps—it's a 24/7, year-round global industry. In this module, you'll explore tourism's powerful economic impact and its role as one of the world's largest sources of employment. You'll also examine why people travel, identify current travel trends, and discuss the wide-ranging effects of tourism on communities and economies. *After completing this module, participants should be able to:*

- Define direct and indirect spending in the context of tourism.
- Explain how tourism impacts local economies.
- Describe what motivates the business traveler.
- Analyze how traveler motivations influence the types of tourism products and services offered.

M3 Lodging Sector

The world of lodging is dynamic and ever-evolving. In this module, you'll explore the rich history of the lodging industry, discover the different types of accommodations and how they're classified, and examine current trends shaping top hotel companies around the world. Get ready to deepen your understanding—and your excitement—for this essential sector of hospitality. *After completing this module, participants should be able to:*

- Explain the versatility of the lodging sector.
- Name global trends that impact the lodging industry.
- Analyze how global trends shape the operations, marketing, and services of different types of hotels.
- Evaluate examples of lodging properties (prestigious, unusual, or trend-driven) and propose strategies that hotels can use to stay competitive in a global market.

M4 Hotel Operations

Guests don't want isolated moments of service—they want a total quality experience. This module explores the key departments and roles within a hotel and how each contributes to creating seamless, memorable guest experiences through teamwork and service excellence. *After completing this module, participants should be able to:*

- Explain the role and responsibilities of each function within the lodging business.
- Discuss how each department contributes to the overall operational goals of the hotel.
- Analyze how interdepartmental coordination affects guest satisfaction and operational efficiency.
- Evaluate hotel operations by examining case studies and propose improvements that strengthen collaboration across departments to achieve the hotel's mission.

M5 Food and Beverage Sector

Dining out has become a global lifestyle. Around the world, people are spending more money on food prepared away from home than ever before. This growing trend has fueled one of the most dynamic and diverse sectors of the hospitality industry—the restaurant and food service industry. *After completing this module, participants should be able to:*

- Describe the different characteristics of chain and independent restaurants.
- Identify the various categories of restaurants and their market segments.
- List ways that a restaurant can succeed in today's food and beverage industry.
- Analyze how restaurant type, market segment, and industry trends influence a restaurant's ability to succeed.

M6 Restaurant Operations

Running a restaurant is truly a team effort. Behind every great dining experience is a coordinated group of professionals ensuring that service runs smoothly, food is purchased and prepared correctly, and budgets are carefully managed.

In this module, you'll gain an inside look at the daily operations of a restaurant—from the front of the house, where guest service and ambiance matter most, to the back of the house, where culinary skill and organization keep everything on track.

After completing this module, participants should be able to:

- List the positions and responsibilities of the front- and back-of-the-house restaurant staff.
- Suggest ways to operate a restaurant successfully.
- Analyze how management, staff roles, and operating trends impact restaurant performance and guest satisfaction.
- Evaluate strategies for restaurant operations and design an operational plan that integrates roles, responsibilities, and emerging industry trends.

M7 Cruise Sector

All hands on deck! Get ready to set sail as this module takes you on a journey through the fascinating history of the cruise industry—one of the fastest-growing and most exciting sectors in global tourism. You'll explore how cruising has evolved from luxury ocean voyages to today's floating resorts that offer something for everyone.

After completing this module, participants should be able to:

- Classify the various types of cruise ships and the leading cruise lines.
- Explain the ship's organization and the role of its main departments.
- Analyze how the organization of departments supports overall cruise operations and guest experiences.
- Evaluate how trends in destinations, ship design, and guest expectations are shaping modern cruising and propose ways cruise lines could adapt to remain competitive.

M8 Gaming Entertainment

Welcome to the exciting world of gaming and entertainment! This module explores one of the most dynamic and rapidly evolving sectors of the hospitality industry—the gaming and entertainment field. You'll learn how this sector has grown far beyond traditional casinos to include integrated resorts, theme parks, live performances, sports venues, and immersive entertainment experiences that attract millions of guests each year.

After completing this module, participants should be able to:

- Identify key players in the gaming entertainment sector.
- Discuss the various positions within the gaming entertainment sector.
- Analyze how roles, activities, and industry players interact to shape the growth of gaming entertainment.
- Evaluate the impact of gaming entertainment on hospitality and tourism, and propose ways the sector can innovate to meet future guest demands.

M9 Event Management

Step into the fast-paced world of conventions and event planning! This module provides an in-depth overview of the conventions, meetings, and events sector—one of the most dynamic and collaborative areas of hospitality and tourism. You'll learn how this industry brings people together for conferences, trade shows, festivals, weddings, and corporate events, while drawing on the expertise of many other hospitality sectors including lodging, food and beverage, transportation, and entertainment.

After completing this module, participants should be able to:

- Identify the five stages of the event planning process.
- Classify the various types of events.
- Describe the role of an event planner.
- Analyze how the stages of the planning process align with the responsibilities of an event planner.

M10 Spirit of Hospitality

Service excellence is the heartbeat of the hospitality industry. With growing competition and guests demanding ever more unique and memorable experiences, exceptional service has become the true differentiator between success and mediocrity.

In this module, you'll explore what defines outstanding guest service and learn how every interaction—no matter how small—shapes the overall guest experience.

After completing this module, participants should be able to:

- Define the Spirit of Hospitality.
- Define and identify various moments of truth in the guest experience.
- Discuss and implement the eight elements of service.
- Evaluate examples of customer service practices in hospitality and design strategies that integrate the 3 Cs, service elements, and moments of truth to achieve Customer Magic.