



I submit this document for the KOCW Development Project.

2022. 05 .02 .

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# KOCW Content Development Application

## 1. Outline

### 가. Name of a Class

<b>Class Name</b>	Introduction to the Hospitality Industry		
<b>Semester</b>	Second semester of 2022	<b>Division</b>	Major (✓) Liberal Art ( )

### 나. Goal of a Class

(1) **Goal of a Class :** Upon completion of this course, the students will be able to

- a) Demonstrate an understanding of history and development of hospitality industry.
- b) Understand key characteristics and components of hospitality industry.
- c) Explain types and characteristics of lodging business as well as the organizational

structure and main functions of each department in the lodging business.

- d) Explain the relationship between lodging business and travel-related organizations.
- e) Explain characteristics and functions of tour operators and travel agencies.

(2) **Introduction :**

This class looks at the history and development of hospitality industry from an International perspective. The content includes key characteristics and components of hospitality industry, types and characteristics of lodging business, organizational structure and main functions of each department in the

lodging business, relationship between lodging business and travel-related organizations, and characteristics and functions of tour operators and travel agencies.

## 2. Weekly Plan

Week	Content(Topic)	Learning Objective	How to Operate		
			Methodology	Material	Reference
1	Chapter 1: Introduction to the Hospitality Industry 1.1 Definition of Hospitality  1.2 Scope of Hospitality Industry  1.3 Nature and Characteristics of Hospitality Industry	<ul style="list-style-type: none"> <li>- To understand the definition of hospitality</li> <li>- To understand and be able to explain the scope of hospitality industry</li> <li>- To explain the nature and characteristics of hospitality industry</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Review questions</li> </ul>	- PPT slides	
2	Chapter 2 –Lodging Business Sector 1.1 Evolution of lodging business  1.2 Lodging business characteristics	<ul style="list-style-type: none"> <li>- To explain the evolution of lodging business</li> <li>- To explain the main characteristics of lodging business</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Review questions</li> </ul>	- PPT slides	
3	Chapter 2 –Lodging Business Sector 2.3 Classifications of lodging business	<ul style="list-style-type: none"> <li>- To explain each type of lodging business</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Review questions</li> </ul>	- PPT slides	
4	Chapter 2 –Lodging Business Sector 2.3 Classifications of lodging business (cont'd)	<ul style="list-style-type: none"> <li>- To explain each type of lodging business</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Review questions</li> </ul>	- PPT slides	

Week	Content(Topic)	Learning Objective	How to Operate		
			Methodology	Material	Reference
5	Chapter 2 –Lodging Business Sector 1.1 Guests of lodging business  1.2 Current issues confronting lodging business	<ul style="list-style-type: none"> <li>- To identify the characteristics of guests for each type of lodging Business</li> <li>- To analyze the current issues confronting lodging business</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Review questions</li> </ul>	- PPT slides	
6	Chapter 3: Lodging Business Management 1.1 Organizational structure of lodging business 1.2 Different departments of lodging business 3.2.1 Room Division	<ul style="list-style-type: none"> <li>- To explain how general lodging business is internally organized</li> <li>- To explain the functions of the Room Division</li> </ul>	- Lecture	- PPT slides	
7	Chapter 3: Lodging Business Management (cont'd) 3.2 Different departments of lodging business (cont'd) 3.2.1 Room Division (cont'd)	<ul style="list-style-type: none"> <li>- To explain the functions of the Room Division</li> </ul>	- Lecture	- PPT slides	
8	Chapter 3: Lodging Business Management (cont'd) 3.2 Different departments of lodging business	<ul style="list-style-type: none"> <li>- To explain the functions of F&amp;B Division</li> </ul>	- Lecture	- PPT slides	

Week	Content(Topic)	Learning Objective	How to Operate		
			Methodology	Material	Reference
	3.2.2 Room division 3.2.3 Cost-center divisions				
9	Chapter 3: Lodging Business Management (cont'd) 3.2 Different departments of lodging business (cont'd) 3.2.4 F& B division	<ul style="list-style-type: none"> <li>- To explain the functions of Marketing, Accounting, Human Resource, and Engineer Divisions</li> </ul>	- Lecture	- PPT slides	
10	Chapter 4: Food & Beverage & Tourism Business Sectors 1.1 Different types of food & beverage business 1.2 Tourism Business Sectors	<ul style="list-style-type: none"> <li>- To explain characteristics of each type of F&amp;B business</li> <li>- To explain the main characteristics of tour operator and travel agency and how they are similar and different.</li> <li>- To explain characteristics of each type of tour operators and travel agencies</li> </ul>	- Lecture	- PPT slides	

※ 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

1.1 Students will be able to understand key characteristics of hospitality industry and different sectors under the industry.

1.2 Students will be able to understand functions and how each type of hospitality business operates.

1.3 Students can use the knowledge gained from this course as a foundation for other high-level subjects related to hospitality industry.