HOSP 60 Course Outline as of Fall 2014

CATALOG INFORMATION

Dept and Nbr: HOSP 60   Title: INTRO TO HOTEL INDUSTRY
Full Title: Introduction to the Hotel Industry
Last Reviewed: 3/19/2007

Units			**Course Hours per Week**		**Nbr of Weeks**	**Course Hours Total**	
Maximum	1.00		Lecture Scheduled	1.00	17.5	Lecture Scheduled	17.50
Minimum	1.00		Lab Scheduled	0	5	Lab Scheduled	0
			Contact DHR	0		Contact DHR	0
			Contact Total	1.00		Contact Total	17.50
			Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 35.00   Total Student Learning Hours: 52.50

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly: BMG 78.115

Catalog Description:
This course will provide an introduction to the hotel industry. Topics include industry history, types of accommodations, and overview of hotel operations and department functions. Career opportunities will be explored.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: This course will provide an introduction to the hotel industry. Topics include industry history, types of accommodations, and overview of hotel operations and department functions. Career opportunities will be explored.   (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100
Limits on Enrollment:

Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:

CSU Transfer:	Effective:	Inactive:
UC Transfer:	Effective:	Inactive:

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
Upon completion of this course, the student will be able to:
1. Summarize the history of the hotel industry.
2. Compare and contrast the US hotel industry with the industry in other parts of the world.
3. Identify and describe different types of accommodations.
4. Discuss the use and meaning of property rating systems.
5. Compare and contrast different operating structures.
6. Describe and discuss the pros and cons of a variety of booking methods.
7. Identify and describe different types of clientele and discuss how to attract each category of guest to each hotel type.
8. Describe the responsibilities of an innkeeper.
9. Identify departments within a hotel and explain the function of each and their interrelationships.

Topics and Scope:

I.   History of the Industry
   A. Overview of industry history--where did it all start and how has it gotten to where it is today?
   B. Differences between USA and the world
   C. Sonoma County hotel industry
II. Different types of accommodations
   A. Full service hotels and resorts
   B. Bed & Breakfasts
   C. Limited service hotels/motels
   D. Camp grounds
   E. Extended stay
   F. Vacation rental

III. Property rating systems
   A. AAA (American Automobile Association)
   B. Mobile
   C. Other
IV. Operating structures
   A. Franchise
   B. Managed
   C. Independent
V.   Booking methods
   A. Direct
   B. Internet
   C. Travel agent
   D. Differences and competition among methods
   E. Pros and cons of each method
   F. Future of booking methods
VI. Clientele/guests
   A. Groups
     1. Incentive
     2. Corporate
     3. Association
     4. SMERF (Social, Military, Educational, Religious, Fraternal)
     5. Other
   B. Leisure
     1. Corporate traveler
     2. Family
     3. Couples
     4. Other
   C. How to attract each category of clientele to each different
      hotel type
VII. Responsibilities of an innkeeper
   A. Clean, safe sleeping environment
   B. Creating an experience
     1. Historical overview
     2. Contemporary strategies and amenities
   C. Community
     1. Employment
     2. Tax revenue
     3. Economic impact
     4. Environmental
     5. Involvement
       a. Chambers
       b. Associations (SCTB - Sonoma County Tourism Bureau; SCLA -
         Sonoma County Lodging Association; WIB - Workforce
         Investment Board; etc.)
VIII. Industry related partnerships
   A. CVBs (Convention and Visitors Bureaus)
   B. Trade shows
   C. Corporate partnerships
   D. Associations
   E. Networking, advertising, and public relations
     1. Help in finding guests
     2. Ensuring up-to-date basics of industry (e.g. linen, cleaning

supplies and other tools of the business)
    3. Support for creating a trendy experience
IX. Overview of hotel departments and departments
  A. Operations
  B. Front desk
  C. Sales & marketing
  D. Conventions & events
  E. Food & beverages
  F. Finance & accounting
  G. Revenue management
  H. Back of house departments
  I. Stewarding
  J. Housekeeping
  K. Engineering
  L. Phone operators (PBX - Private Branch eXchange)
  M. Laundry
  N. Lavoratory
X. Career opportunities

Assignment:

1. Reading: approximately 15 - 20 pages per week.
2. Complete weekly topic summaries, based on material presented in assigned reading, in lectures, and from online research (2-3 pages each).
3. Select one Sonoma County hotel and conduct on-site interview(s) and online research including type of accommodation, rating, operating structure, booking method(s), clientele, and strategies for creating an experience. Present orally in class.
4. Complete a 1-2 page written report on career opportunities and personal career goals.
5. 1-3 quizzes; final exam.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Reports; topic summaries	Writing 40 - 60%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None	Problem solving 0 - 0%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None	Skill Demonstrations 0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion, Short answer	Exams 30 - 40%

Other: Includes any assessment tools that do not logically fit into the above categories.

Class participation; oral presentation	Other Category 10 - 20%

Representative Textbooks and Materials:
Instructor prepared materials.