

CATALOG INFORMATION

Dept and Nbr: HOSP 63

Title: INTRO TO HOTEL INDUSTRY

Full Title: Introduction to the Hotel Industry

Last Reviewed: 10/23/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

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:

Catalog Description:
This course will provide you with an introduction to the hotel industry. Students will learn about industry history, types of accommodations, an overview of hotel operations, department functions, as well as legal issues, human resources, and safety. Additionally, students will study the impact of the internet and explore the local hotel industry. Industry software and real-world skills will be included.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: This course will provide you with an introduction to the hotel industry. Students will learn about industry history, types of accommodations, an overview of hotel operations, department functions, as well as legal issues, human resources, and safety. Additionally, students will study the impact of the internet and explore the local hotel industry. Industry software and

real-world skills will be included. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

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:
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CSU Transfer:	Transferable	Effective:	Fall 2000	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

CID Descriptor:	HOSP 140	Introduction to Hotel Management
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SRJC Equivalent Course(s):	HOSP63
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Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Describe hotel industry terms, operating structures, departments, and types of accommodations.
2. Evaluate marketing strategies.
3. Describe the hotel industry within Sonoma County.

Objectives:

At the conclusion of this course, the student should be able to:

1. To identify and describe the departments, operations, and various staff within a full-service hotel.
2. Summarize innkeeper laws and safety protocol.
3. Compare marketing strategies and trends.
4. Operate a front desk successfully.
5. Classify lodging facilities based on size, target markets, and levels of service
6. Determine room rates based on different strategies, such as the Hubbart Formula.
7. Conduct a comparative market analysis and develop a plan for improving service and revenue at a selected property.

Topics and Scope:

I. Overview of the Industry and Key Terms

- A. Industry history
- B. Where is it today?

- C. Differences between the United States and the world
- D. The changing marketplace due to the internet
- II. Operating Structures
 - A. Franchises
 - B. Independent
 - C. Managed type properties
- III. Overview of Hotel Departments
 - A. General manager
 - B. Front desk and night auditor
 - C. Housekeeping
 - D. Human resources
 - 1. Staffing
 - 2. Scheduling
 - E. Sales and marketing
 - F. Front office accounting - Revenue Per Available Room (RevPAR), Average Daily Rates (ADR), Occupancy Percent
- IV. Introduction to Innkeepers Laws
 - A. Americans with Disabilities Act (ADA) compliance
 - B. Wages and salaries
 - C. Safety
- V. Accommodations and Clientele
 - A. Leisure, corporate, family, couples, other
 - B. Reason for travel
 - C. Types of accommodations
 - D. Reasons to travel
 - E. How to attract each category of clientele to each different hotel type
- VI. Present Hotel Marketing Concepts
 - A. Location types
 - B. Product types
 - C. Market segmentation
 - D. The role of the internet
 - E. Advertisement campaigns
- VII. The Internet, Social Networking and Property Rating Systems
 - A. American Automobile Association (AAA)
 - B. Online rating sites, such as Yelp and Trip Advisor
 - C. How to navigate each of them?
 - D. Booking agents
 - E. How do the booking agents make their money?
 - F. What are some of the pros and cons to booking online?
- VIII. Front Desk Training
 - A. Greeting guests with a friendly and sincere welcome upon arrival and check in
 - B. Registering guests in the computer, verifying reservation, address and credit information, and familiarizing guests with hotel amenities upon check-in
 - C. Send and receive email and manage inbox
 - D. Use the Internet and be able to find what the guest's need, such as directions, weather, traffic, area coupons, dinner reservations, flight confirmations, etc.
 - E. Process credit cards and cash transactions
 - F. Balance hotel's daily reports
 - G. Manage housekeepers and room status
 - H. Process a guest's bill and charges at check out
 - I. Answer the telephone with a friendly voice and routing calls
 - J. Shift strategies and safety

IX. Introduction to Local Sonoma County Hotel Industry and History

- A. Local history
- B. Restaurants by food type, price, and ambiance
- C. Wineries by varietals, size, tours, picnic area and coupons
- D. Art collections and museums
- E. Activities such as: The Wine Train, balloon rides, bike tours
- F. Provide directions to visitors
- G. Rental sites such as Airbnb, VRBO

Assignment:

- 1. Weekly reading assignments (approximately 10-20 pages)
- 2. Class discussions and group work
- 3. Hotel Final Project written report (1 report, 10 pages)
- 4. Hotel Final Presentation project or video recording
- 5. Job simulations, such as front desk activities
- 6. Quizzes (2-5)
- 7. Case studies

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.

Hotel Project Report

Writing
30 - 45%

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

Case studies

Problem solving
5 - 15%

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

Job simulations

Skill Demonstrations
25 - 30%

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

Quizzes

Exams
10 - 15%

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

Class discussions and group work; hotel final presentation project or video recording

Other Category
15 - 20%

Representative Textbooks and Materials:

Managing Front Office Operations. 10th ed. Kasavana, Michael. Educational Institute of the American Hotel Motel Association. 2017 (classic).
Hotel Front Office Training Manual. Andrews, Sudhir. Tata McGraw-Hill Education. 2013 (classic).
Foundations of Lodging Management. 2nd ed. Hayes, David and Ninemeier, Jack and Miller, Allisha. Pearson. 2011 (classic).
Instructor prepared materials

Open Educational Resources:

Airbnb Before, During and After COVID-19. Dolnicar, Sara. <https://uq.pressbooks.pub/airbnb-978-1-74272-321-1/> . Creative Commons Attribution 4.0 International License.