HOSP 63 Course Outline as of Fall 2013

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. Topics include industry history, types of accommodations, an overview of hotel operations, department functions, as well as legal issues, human resources, and safety. Students will learn about the impact of the internet and explore the local hotel industry. Industry software and real world skills will be included.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: This course will provide you with an introduction to the hotel industry. Topics include industry history, types of accommodations, an overview of hotel operations, department functions, as well as legal issues, human resources, and safety. Students will learn about 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: Eligibility for ENGL 100 or ESL 100
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:
CSU Transfer:	Transferable	Effective: Fall 2000	Inactive:	
UC Transfer:		Effective:	Inactive:	

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

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:
Upon completion of this course, the student will be able to:
1. To identify and describe the departments and operations of a hotel.
2. Summarize Innkeeper laws and safety protocol.
3. Compare marketing strategies and trends.
4. Operate a front desk successfully.

Topics and Scope:

I.   Overview of the Industry and Key Terms
   a) Industry history
   b) Where is it today?
   c) Differences between USA and the world
   d) The changing market place 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
   e) Sales and marketing

    f) Finance and accounting
IV.   Introduction to Innkeepers Laws
    a) ADA compliance
    b) Wages and salaries
    c) Safety
V. Accommodations and Cliental
    a) Leisure, corporate, family, couples, other
    b) Reason for travel
    c) Types of accommodations
    d) Reasons to travel
    c) 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) AAA (American Automobile Association)
    b) Trip advisor
    c) Yelp
    d) How to navigate each of them?
    e) Booking agents
    f) How do the booking agents make their money?
    g) 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) Surf 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 hotels daily reports
    g) Manage housekeepers and room status
    h) Process a guest's bill and charges at check out
    i) Answering 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) Providing directions to visitors.

Assignment:

1. Weekly reading assignments (approximately 10-20 pages)
2. Class discussions and group work
3. One 10 page written report of Hotel Final Project

4. Oral presentation of Hotel Final Project
5. Create an advertisement and review for the property
6. 2 to 5 quizzes
7. Front desk activities

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 Reports; weekly reading assignment summaries	Writing 30 - 45%

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

Front desk simulator	Problem solving 5 - 15%

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

Front desk computer skills	Skill Demonstrations 25 - 30%

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

Multiple choice, True/false, Matching items, Completion, Short answer	Exams 10 - 15%

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

Class discussion, group work, and oral presentation	Other Category 15 - 20%

Representative Textbooks and Materials:
Hotel Front Office Training Manual, 2nd edition, Sudhir Andrews, Tata McGraw-Hill Education, 2009 (latest Edition)