**HOSP 63 Course Outline as of Spring 2020**

# 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

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|---|---|
| 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:

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|---|---|---|---|
| **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: |
| **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

**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 through the internet.
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 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 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
1. staffing
2. scheduling
E. Sales and marketing
F. Front office accounting - Revpar, ADR, Occupancy%

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
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. 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. Presentation of Hotel Final Project
5. Create an advertisement and review for the property
6. Quizzes (2 - 5)
7. Front desk activities
8. 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.

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| Hotel Project Reports; weekly reading assignment summaries, create advertisement and review for property | Writing<br>30 - 45% |

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

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| Case studies | Problem solving<br>5 - 15% |

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

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| Front desk computer skills | Skill Demonstrations<br>25 - 30% |

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

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

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

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| Class discussion, group work, and presentation | Other Category<br>15 - 20% |

**Representative Textbooks and Materials:**
Managing Front Office Operations. 10th ed. Kasavana, Michael. Educational Institute of the American Hotel Motel Association. 2017

Hotel Front Office Training Manual. 3rd ed. Andrews, Sudhir. Tata McGraw-Hill Education. 2013 (classic)

Foundations of Lodging Management. 2nd ed. Hayes, David and Ninemeier, Jack and Miller, Allisha. 2011 (classic)