

Lodging I

Course Description

This course integrate academic and hands on activities to provide an overview of the industry and competencies necessary for success in various areas of the lodging industry. (Noncredit course: 40 lect/pres hrs, 40 lab hrs, 20 other hrs)

Course Focus

This class will use the textbook as the focus of the course. Factual information and printing jargon will be presented in the lecture and through the text.

Text and References

"Lodging Management Program" will be the textbook that will be used in the class. Videotape will be shown to the students and computer programs will be used by the students.

Course Goals

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives (Addendum A). (*designates a CRUCIAL goal)

1. describe five parts of the travel and tourism industry
- 2.* (1) identify five segments of travel and tourism industry
3. (1) list examples of external factors for travel;
4. (1) list examples of internal factors for travel
5. analyze developments in 1970s and 1980s
6. (5) identify types of lodging properties in 1980s
7. (5) state business trend that may affect the future
- 8.* explain different types of lodging properties
- 9.* (8) identify three ways to classify hotels
10. (8) group hotels based on prices
11. explain two types of food service operations
12. (11) name types of facilities offer non commercial food services
13. identify jobs in the food service industry
14. (11) identify future trends in the food service industry
15. list benefits of working in the hospitality industry
16. explain advantages of a career in the lodging industry
17. state advantages of developing a career ladder
18. identify different areas in a hotel
19. list different kinds of entry level jobs
20. identify skilled and management positions
- 21.* name a purpose for a resume
22. (21) explain the purpose of a job application letter
- 23.* (21) name purpose of a reference
24. (21) state how to develop a resume
25. (21) identify questions asked on a job application form
26. (21) explain the purpose of a job interview
- 27.* (21) demonstrate skills used in a job interview
28. (21) explain techniques for accepting or rejecting a job
- 29.* explain stages of the guest cycle
- 30.* define key words related to guest relations
31. explain what guest reactions means
- 32.* demonstrate good guest relations skills

33. list examples of products and services
34. name organizations in the service industry
35. explain guest expectations
36. compare guest needs and expectations
- 37.* identify four types of guest complaints
38. explain importance to anticipate and resolve guest complaints
- 39.* define professionalism
40. name benefits of professionalism
- 41.* define teamwork
42. (55) explain difference between formal and informal work groups
- 43.* define the job orientation process
44. name information presented on first day on the job
45. explain what affect personal appearance
46. explain the importance of following standard of conduct
47. name measurable aspects of employee performance
48. explain how to resolve a problem with the boss
49. (50) describe the future work force in the United States
50. define employee motivation
51. describe typical employer expectations
52. identify employee benefits
53. (50) explain what it means to stereotype people
54. (50) explain how to get along with people of different cultures
55. explain the overall organization of a hotel
56. (55) list examples of the main divisions of a hotel
57. (55) explain the difference between revenue and support centers
- 58.* (55) state the functions of the front office's three main sections
- 59.* describe the main responsibilities of the front office
- 60.* identify tasks of the front office employee
- 61.* list function of front office equipment
- 62.* (60) explain the function of the uniformed service department
63. (60) list purpose of the switchboard
64. (60) explain information in a telephone directory
65. (60) explain why selling is an important tasks
66. identify typical reservations department activities
- 67.* define three types of reservations
- 68.* explain duties of the housekeeping department
69. list jobs within the housekeeping department
70. explain two types of laundry systems
- 71.* explain front office's role in security
72. (71) explain guest expectation for security
- 73.* (71) identify safety responsibilities of managers and employees
74. (71) identify methods to reduce guest and employee thefts
75. (71) identify several medical emergencies that may occur at the workplace

ADDENDUM A

PERFORMANCE OBJECTIVES

1. The student will not be allowed references. The student will describe five parts of the travel and tourism industry. Performance will be satisfactory if parts are described and the descriptions are consistent with Lodging Operations) and five industries are described in detail. The following Content Goals are related to this PO: 1, 2, 3, 4.
5. The student will not be allowed references. The student will analyze developments in 1970s and 1980s. The student will analyze future developments. Performance will be satisfactory if the student can list reasons for developments in 1970s, 1980s and the future. The following Content Goals are related to this PO: 5, 6, 7.
8. The student will not be allowed references. The student will explain different types of lodging properties. Performance will be satisfactory if properties is/are explained and the explanations are consistent with text. and the explanation is/are correct. The following Content Goals are related to this PO: 8, 9, 10.
11. The student will not be allowed references. The student will explain two types of food service operations and the facilities that offer each types of operation. The student will analyze the future of the food service industry. Performance will be satisfactory if operations is/are explained. The following Content Goals are related to this PO: 11, 12, 14.
21. The student will not be allowed references. The student will name a purpose for a resume, job application letter, reference and an interview. The student will fill out a resume and a job application letter. The student will demonstrate the skill used for a job interview and explain how to reject/accept a job. Performance will be satisfactory if the student can do the above assignments. The following Content Goals are related to this PO: 21, 22, 23, 24, 25, 26, 27, 28.
50. The student will not be allowed references. The student will define employee motivation. Performance will be satisfactory if motivation is/are defined. The following Content Goals are related to this PO: 49, 50, 53, 54.
55. The student will not be allowed references. The student will explain the overall organization of a hotel. Performance will be satisfactory if hotel organization is explained and the explanation is consistent with the text. The following Content Goals are related to this PO: 42, 55, 56, 57, 58.
60. The student will not be allowed references. The student will identify tasks of the front office employee. Performance will be satisfactory if employee is/are identified. The following Content Goals are related to this PO: 60, 62, 63, 64, 65.
71. The student will not be allowed references. The student will explain front office's role in security. Performance will be satisfactory if security is/are explained. The following Content Goals are related to this PO: 71, 72, 73, 74, 75.

Developed/Revised: May 10, 2004