

COURSE OUTLINE **Hotel / Motel Operations**

Course Description

HM 256. Hotel / Motel Operations. 3 hours credit. This course will enable the student to identify types of public lodging establishments and their management structures. The student will explore the various departments within a lodging operation and their interdependence in meeting guest needs and expectations.

Course Relevance

The concepts learned in this course will allow the student to enhance his/her ability to recognize the different types of lodging facilities and the uniqueness of operations and management for each. It will develop his/her ability to think analytically and critically in regard to operations within a lodging unit.

Required Materials

HM 256 Textbook

Gray, W., & Liquori, S. (2003). *Hotel and motel management and operations*. 4th ed. Upper Saddle River, NJ: Prentice Hall.

Learning Outcomes

The intention is for the student to be able to:

1. Demonstrate a working knowledge of the classifications of lodging establishments.
2. Develop critical thinking skills in regard to the different departments within the lodging establishment.
3. Demonstrate a working knowledge of how to read financial statements and make adjustments to improve profits.
4. Demonstrate a working knowledge of how to set room rates and the feasibility of a new lodging establishment.

Primary Learning PACT skills that will be DEVELOPED and/or documented in this course

Through the student involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Critical Thinking
 - Through activities conducted in class and written assignments, the student will develop critical thinking and analytical skills
2. Ethical Conduct
 - Through activities conducted in class, the student will recognize and use skills acquired in his/her responsibility in serving customers, staff and management

Secondary Skills (developed but not documented)

- Self-concept
- Time Management
- Teamwork
- Valuing Diversity
- Leadership
- Problem Solving
- Reading
- Writing
- Listening
- Computer Literacy

Major Summative Assessment Tasks

These learning outcomes and primary Learning PACT skills will be demonstrated by:

1. Preparing a final project reporting service learning activities related to the hospitality industry
2. Preparing and delivering a project concerning a department within a lodging organization.

Course Content

- I. Themes – Key recurring concepts that run throughout the course:
 - A. Identification of different types of lodgings
 - B. Analyzing the different costs of lodging properties and how to control them.
 - C. Responsibilities of management for consistency and meeting the guest's expectations.
 - D. Setting of standards for operations for lodgings.
 - E. Managing employees to meet expectations of cost and product.
- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
 - A. How to achieve accuracy in stating costs
 - B. How to achieve customer satisfaction for a lodging customer
 - C. Controlling the work behaviors of employees to achieve the lodging experience
 - D. Retaining standards on a consistent basis
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. Identify different types of lodging properties.
 - B. Calculating costs and financial statements to achieve profitability for the lodgings..
 - C. Identifying and setting standards for products and service to maintain consistency at lodging properties..
- IV. Skills / Competencies:
 - A. Identify steps of hotel and motel development
 - B. Explain levels of hotel managements

- C. Describe the various departments involved in hotel operations
- D. Identify hotel accounting and control functions
- E. Discuss the future of the lodging industry

Learning Units

- I. Hotel and Motel Development
 - A. History of the lodging industry
 - B. Types of hotels
 - C. Corporate structures and concepts of operations
 - D. Feasibility Determination
- II. Hotel Management
 - A. Hotel structure and staff
 - B. Human resource department
 - C. Reservations systems and operations
 - D. Sales and marketing
- III. Hotel Operations
 - A. The front office
 - B. Food and beverage preparations and service
 - C. Telecommunications
 - D. Engineering
 - E. Housekeeping
 - F. Other departments and sources of income
 - G. Insurance
- IV. Hotel Accounting and Controls
 - A. Organization of accounting and the uniform system
 - B. Accounts receivable and city ledger
 - C. Income control
 - D. Food and beverage cost control
 - E. Payroll
 - F. Accounts payable
 - G. Credit
 - H. Other responsibilities of the accounting department
- V. The Future of the Lodging Industry
 - A. Franchising
 - B. Casinos
 - C. Heath spas
 - D. Trends in the industry

Learning Activities

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Learning activities will be geared toward practices and analysis of managerial situations to understand the principles of food, beverage and labor cost control management in the hospitality industry. Field trips and guest speakers will allow the student to know what is required of managerial jobs in the

hospitality industry. Student skills will be expressed by the use of computers, written assignments, examinations and oral presentations.

Grade Determination

The student will be graded on satisfactory completion of assessment tasks, learning activities, projects, and attendance, adequate participation and discussion.