



School of Business and Creative Design

Hospitality and Tourism Management Program

Course Outline – Fall 2013

Course Code: HAT 3093
HAT 3333

Course Title: Lodging Management

Prepared By: Eric Sloat

Date: Spring 2011

Revised By: N/A

Date: June 2013

Approved By: Yvonne Clarke, Associate Dean

Prerequisite: HAT 2073

Corequisite: None

Prerequisite for: None

1. Course Description

This course exposes learners to the lodging industry from the general manager's prospective. Various organizational structures, the roles and responsibilities of each department and interdepartmental relationships will be examined. Ownership models, international development, security and legal issues will also be addressed.

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

☒

No

☐

Yes

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

Upon successful completion of this course, the learner will be able to:

1. Discuss today's lodging industry using appropriate terminology
2. Identify and explain the lodging manager's priorities and major responsibilities
3. Discuss the impact of changing technologies, systems, and computer applications for the hospitality industry
4. Act in accordance with legislation, regulations and standards governing the lodging industry

4. Course Objectives

*Learning Outcome
Reference Number*

Unit 1

- | | | |
|-----|--|-------|
| 1.1 | Describe various methods of classifying lodging properties | [1] |
| 1.2 | Discuss the amenities and services offered at various types of lodging properties | [1] |
| 1.3 | Create typical organization charts for various types of properties | [1,2] |
| 1.4 | Explain the interdependence of the various departments commonly found in properties | [1,2] |
| 1.5 | Outline the role and responsibilities of the general manager in a successful operation | [2] |

Unit 2

- | | | |
|------|---|-----------|
| 2.1 | Explain the responsibilities and focus of the lodging manager | [1,2] |
| 2.2 | Identify the role and function of the security department in protecting the assets of a hotel | [2,3] |
| 2.3 | Identify operational procedures to indicate standards of adequate care as laid down by the courts | [2,4] |
| 2.4 | Identify procedures to ensure proper key control; guestroom security; control of persons on premises; perimeter control; and emergency procedures | [2,3,4] |
| 2.5 | Define risk management and identify the components of a risk management program | [1,2,3,4] |
| 2.6 | Describe the organization, functions and responsibilities of the hotel controller | [1,2,3] |
| 2.7 | Interpret financial statements and ratios to assess possible operational problems | [1,2,3] |
| 2.8 | Prepare an updated operations budget for a hotel | [1,2] |
| 2.9 | Explain the challenges of balancing supply and demand of hotel rooms | [2,3] |
| 2.10 | Describe the organization, functions and responsibilities of the marketing department | [2,3] |
| 2.11 | Discuss a strategic approach to marketing a hotel | [2,3] |
| 2.12 | Describe the organization, functions and responsibilities of the human resources department | [2,3,4] |
| 2.13 | Compare and contrast comprehensive programs to improve employee performance | [2,3,4] |

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|------|--|---------|
| 2.14 | Describe the organization, functions and responsibilities of the rooms department | [2,3,4] |
| 2.15 | Identify the relative profitability of hotel departments | [2,3] |
| 2.16 | Apply principles of yield management, up-selling, overbooking and internal marketing to maximize revenue in a hotel | [2,3] |
| 2.17 | Evaluate the organization, functions and responsibilities of the maintenance, engineering and housekeeping departments | [2,3] |
| 2.18 | Analyze the steps involved in developing a comprehensive program to improve productivity | [2] |

Unit 3

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|------|--|---------|
| 3.1 | Discuss the General Manager's function in providing excellent customer service to guests and facilitating internal and external communications | [2,3,4] |
| 3.2 | Identify the reasons for service gaps and determine how they can be closed. | [2] |
| 3.3 | Identify the various methods of conducting a quality needs analysis | [2,3] |
| 3.4 | Compute the cost of a quality error | [2] |
| 3.5 | Recognize the different forms of business ownership/management for a hospitality enterprise, including entrepreneurship and management contracts | [1,2] |
| 3.6 | Discuss organizations and associations that exist for industry professionals and the vital role networking plays in a managers success | [2] |
| 3.7 | Summarize the impact technology has had on the lodging industry | [3] |
| 3.8 | Recognize and discuss challenges being faced by the industry and the strategies being implemented to offset them | [2,3,4] |
| 3.9 | Discuss the impact of economic and political conditions around the world on the lodging industry | [2,3,4] |
| 3.10 | Identify possible operational issues of the future | [2,3,4] |

Unit 4

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|-----|---|-----------|
| 4.1 | Given various lodging industry scenarios, access relevant sources of information to assist in formulating explanations, recommendations and decisions | [1,2,3,4] |
|-----|---|-----------|

5. Resources and Supplies

a. Required

None

b. Supplemental

Various readings related to the course topic will be assigned for the purpose of discussion and review.

The student is encouraged to utilize various sources of current knowledge including the large selection of periodicals in the resource centre and the thousands of related sites on the World Wide Web.

Students should keep up-to-date on trends in the hospitality industry by reading magazines and newspapers, watching TV and visiting local establishments.

6. Methodology

This course will consist of lectures, independent learning, class activities and audiovisual presentations designed to explain the concepts and principles necessary for successful completion of this course. Group/Individual projects, assignments, and presentations as well as visiting guest speakers will be used as a means of sharing information. The use of case studies and situational analysis offer students an opportunity to be involved in actual problems or situations faced by Hospitality and Tourism professionals.

7. Student Evaluation

The following elements will determine the student's final grade:

| | |
|-----------------------|-------------|
| Tests (3 @ 20%) | 60% |
| Assignments (10 @ 4%) | 40% |
| Total | 100% |

Missed Test Policy

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time
- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

Due Dates and Late Submissions

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction. Late submissions will be penalized at 10% per day.

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

| Mark (%) | Grade | Grade Point | Mark | Grade | Grade Point |
|----------|-------|-------------|-------|-------|-------------|
| 94-100 | A+ | 4.0 | 67-69 | C+ | 2.3 |
| 87-93 | A | 3.7 | 63-66 | C | 2.0 |
| 80-86 | A- | 3.5 | 60-62 | C- | 1.7 |
| 77-79 | B+ | 3.2 | 50-59 | D | 1.0 |
| 73-76 | B | 3.0 | 0-49 | F | 0.0 |
| 70-72 | B- | 2.7 | | | |

The passing grade in this course is a D. The Hospitality and Tourism Management Program requires a grade of D in order to graduate from the program. For further clarification, the student may consult with the Program Coordinator or the Dean.

8. Related Items

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

☒ **Yes** ☐ **No**

If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.