



School of Business & Creative Design

HOSPITALITY AND TOURISM MANAGEMENT PROGRAM

Course Outline – Term Winter 2014

HAT 2073 HB1

INTRODUCTION TO CLIENT SERVICES

PREPARED BY: Eric Sloat, Marilyn Neville

Fall 2011

REVISED BY: Marilyn Neville

December 2013

Approved by: Yvonne Clarke, Associate Dean

PREREQUISITE: None

COREQUISITE: None

1. Course Description

The primary focus of the lodging property's rooms division is to ensure guest satisfaction and maximize room revenues. This course examines the front office role from reservation to settlement of the guest account. This 'hands on' experience focuses on the functions that create, update and maintain a client reservation. The course will discuss current methods of determining rate structures, examine the revenue cycle as well as look at current technology.

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?

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No

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Yes

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

3. Learning Outcomes

1. Discuss the hotel business in terms of organization, product, legal obligations, and operational systems
2. Discuss the importance of revenue management to forecasting and hotel operations
3. Perform duties required of the traditional guest cycle
4. Demonstrate effective guest relations skills including problem solving and complaint resolution
5. Explain the typical functions of a front office accounting system
6. Perform a basic night audit
7. Demonstrate how to use a Property Management System to facilitate Rooms Division functions
8. Evaluate accommodation operations in terms of the guest cycle

4. Learning Objectives

Unit 1: Hotel Organization		Learning Outcome Reference Number
1.1	Discuss the historical and current status of the hotel industry in Canada	[1]
1.2	Discuss the Innkeeper's Act and the legal obligations of innkeepers in Canada	[1]
1.3	Create an organizational chart for a hotel	[1]
1.4	Discuss the functions and interrelationships of the various departments	[1]
1.5	Describe the Guest Cycle	[1,3,7]

- 1.6 Describe the basic structure and role of the front office [1,3,4,5,6,7,8]
- 1.7 Differentiate between various room types [1,2,3,8]
- 1.8 Define common terminology used in the accommodations industry [1,2,4,5,6,7,8]
- 1.9 Identify the specific talents common in excellent front office employees [3,4]
- 1.10 Discuss the use of property management systems outlining their capabilities [7]

Unit 2: Revenue Management

- 2.1 Enter occupancy forecast data [2,3,6,7]
- 2.2 Determine forecasted rooms revenue and hotel occupancy [2,3,6,7]
- 2.3 Modify ADR Estimates based on occupancy percentages [2,3,6,7]

Unit 3: Reservation Management

- 3. 1 Identify activities typically associated with the reservations process. [3,7,8]
- 3. 2 Describe the increasing importance of sales with regards to reservation agents. [3,4,7,8]
- 3. 3 Provide accurate information on availability, terms, and conditions both in person, by phone, and by use of electronic media. [3,4,7,8]
- 3. 4 Make and modify individual room reservations. [3,7]
- 3. 5 Apply knowledge of special-need client requirements to a reservation. [4,7]
- 3. 6 Make and modify group "Master" Reservations. [3,7]
- 3. 7 Identify the tools commonly used by hotels to control reservations. [2,7]
- 3. 8 Identify potential reservation challenges and possible solutions. [4]
- 3. 9 Apply the principles of yield management. [2,4,7]

Unit 4: Guest Stay Information

- 4. 1 Update Room Status Reports. [1,3,7]
- 4. 2 Schedule Room Attendants. [1,3,7]
- 4. 3 Assign Guests to Specific Rooms [3,7]
- 4. 4 Identify the factors that impact room assignment and rate management. [2,3]
- 4. 5 Make alternative room assignments. [4,7]
- 4. 6 Respond to guest complaints and resolve in a professional manner. [3,4]
- 4. 7 Develop systems for enhancing communication between the front office and other departments such as housekeeping and maintenance. [1,3,7]
- 4. 8 Describe procedures for hotel safety and security currently being utilized in the industry. [1,3,4]
- 4. 9 Identify front office emergency procedures. [1,3,4]
- 4. 10 List the steps of the registration process from the viewpoint of the front desk agent [3,4,7]
- 4. 11 Identify the factors that impact room assignment and rate management. [2]

Unit 5: Check-out and Settlement

- 5. 1 Identify the functions of the check-out and settlement process. [3,7]
- 5. 2 Outline the steps of the check-out and settlement process. [3,7]
- 5. 3 Post and adjust folio charges. [3,7]

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| 5. 4 | Validate, negotiate and issue rebates. | [3,7] |
| 5. 5 | Perform the check-out and settlement process. | [3,7] |
| 5. 6 | Describe methods of minimizing and managing late check-outs. | [2,3,7] |

Unit 6: Guest Accounting and Financial Summaries

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| 6. 1 | Explain the typical functions of a front office accounting system. | [2,3,5,6,7] |
| 6. 2 | Identify typical procedures for tracking common hotel accounting transactions. | [2,5,6] |
| 6. 3 | Balance and Close out a shift. | [2,5,6,7] |
| 6. 4 | Describe the responsibilities of the night auditor. | [5,6,7] |
| 6. 5 | Identify and analyze the reports commonly generated during a night audit. | [5,6,7] |
| 6. 6 | Identify the differences in the night audit processes of an automated and non-automated property. | [1,5,6,7] |
| 6. 7 | Define system back-up and system update. | [6] |
| 6. 8 | Balance a full day's shift report. | [2,5,6,7] |
| 6. 9 | Reconcile a Guest Ledger and a City Ledger. | [2,5,6,7] |
| 6. 10 | Complete a Manager's daily report. | [2,5,6,7] |

5. Resource Supplies

a. Required:

Hayes, David H. and Allisha A. Miller, Front Office Management Simulation 2e– Student Edition, Pearson Prentice Hall, CD-Rom

Gravel, Bruce M. Inkeeper's Reference Book. 5th Edition, Ontario Accommodation Association, 2011

b. Supplemental:

Vallen, Gary K., Jerome J. Vallen, Gary F. Robinson. Check – in, Check – out, 2nd Canadian Edition. Pearson Prentice Hall, ISBN 2044233.

- Various readings related to the course topic will be assigned for the purpose of discussion and review.
- Cornell Hotel and Restaurant Administration Quarterly can be accessed through the resource centre
- The student is encouraged to utilize various sources of current knowledge including the large selection of periodicals on CD Rom in the resource centre and the thousands of related sites on the World Wide Web.

6. Methodology

This course will be delivered in the hybrid format. Two hours of classroom time per week will consist of lectures, article discussions, class activities and audiovisual presentations designed to explain the

concepts and principles necessary for successful completion of this course. One hour per week will be devoted to simulation training and independent research using via the internet.

The simulation is designed to give the students “hands on” application of the Guest Cycle using a computerized property management system.

7. Student Evaluations

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

Test One	20%
Test Two	20%
Test Three	20%
Assignment/Quiz (2 @ 5%)	10%
Online Property Management Simulation	30%
• Lesson Completion (10%)	
• Lesson Review Sheets (4@5%)	

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.

Final Grades

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. For further clarification, the student may consult with the Program Coordinator or the Dean.

8. Academic Integrity

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the [Students Rights and Responsibilities Policy](#), located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#)

9. 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

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Yes

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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.