

Date: February 2006

- I. Course Name: Principles of Hotel and Resort Operations  
Prefix and Number: HTM 100  
Credit Hours and Contact Hours: 3 credit hours – 3 contact hours  
Course Description:

An overview of the history, organizational structure, and economics of the hotel business and career opportunities in the hospitality industry. The emphasis of the course will be an examination of the technical operations integral to hotel and resort management. Areas of study will include: hotel and resort operations; front office operations; food, beverage and restaurant operations; housekeeping and engineering; sales; and staff management.

## **II. COURSE OUTCOMES AND OBJECTIVES**

The general objectives of this course deal with preparing the student for the challenges of a management career in hospitality or your chosen field. Through the study of actual operational situations, the student will: develop their management style, heighten their industry awareness, focus their values and beliefs, develop a service attitude, advance their communication and interpersonal skills, and enhance their decision-making and problem-solving abilities.

## **RELATIONSHIP TO ACADEMIC PROGRAMS AND CURRICULUM**

This course is a required course for Hotel & Resort Management students, a business elective for Business students and a general elective for all other students.

## **COLLEGE COMPETENCIES ADDRESSED BY THIS COURSE**

Of the following “FLCC Learning Outcomes,” this course addresses those that are marked with the “→” symbol:

- Writing
- Oral Communication
- Reading
- Mathematics
- Computer Literacy
- Professional Competency
- Problem solving
- Ethics/Values
- Citizenship
- Global Concerns
- Informational Resources

## **III. METHOD OF INSTRUCTION**

### **TYPES OF COURSE MATERIALS**

### **REQUIRED READINGS**

Hotel Operations Management  
by David Hayes & Jack Ninemeier

Students are expected to read all assigned chapters, articles, and case studies. While discussions in class will summarize the chapter, some subjects contained in the reading will not be covered in class. Regardless, the student is responsible for all material assigned. It is recommended that the student read the materials as they are assigned rather than one night prior to the exam.

### FIELD EXPERIENCES

Students enrolled in this course may have the opportunity to participate in a variety of field visitations designed to supplement and enhance the lecture-based learning experiences associated with the course.

Attendance at these functions may be mandatory or voluntary and will be communicated to the student by the instructor. In either case, participation in these educational activities will broaden the student's understanding of hospitality management.

### METHODS OF INSTRUCTION

The traditional "reading and lecture" format will be supplemented with a variety of activities which may include some or all of the following: group projects, simulations, case studies, role playing exercises, site visitations, critiques, presentations, and industry interviews.

Since the ability to express ideas in written form is an important criteria for success, every student will have to demonstrate their understanding of the material by submitting a variety of writing samples including: essay exams and various written projects like those listed above.

Additionally, discussion is strongly encouraged in the classroom.

### ASSESSMENT MEASURES

Students in this course can expect the utilization of the following assessment techniques and methodologies:

- Direct questioning
- Peer evaluation and analysis
- One sentence summaries
- Test "test questions"
- Anecdotal correlations
- Directed paraphrasing
- Summarize last point, last class
- Student study guide compilation
- "What would you do?" scenarios
- Journaling
- Use of hypotheticals
- Misconception/Preconception check

End of course survey  
Quizzes, tests and exams

#### **METHODS OF EVALUATION**

Student achievement will be measured using careful analysis of no fewer than three tests and no fewer than two written projects. Attendance and class participation will be factors in determining the student's final grade. Some materials turned into the instructor may be retained by the instructor. Please note that the number and nature of the assignments may change. The student will be advised of all changes.

#### **IV. GENERAL OUTLINE OF TOPICS COVERED**

1. History of hospitality
2. Applicable management theories
3. The departmental design of hotel organization including organizational charts
4. Familiarization with the activities that take place in each department
5. Various types of F & B outlets
6. The relationship between restaurants and hotels
7. Competition
8. Levels of service and styles of accommodations
9. Amenities and their uses
10. Providing quality service
11. Career realities of hospitality
12. Handling of guests
13. Facilities management including energy management and recycling
14. Human resources management and supervision
15. Management/staff relationships
16. Financial management
17. Hospitality trends
18. Gaming
19. Leadership