Introduction to Hotel/Lodging Operations

Syllabus, Course Description, Objectives, Activities Schedule, SLOs

Introduction: This course furthers the information provided in the “Introduction to the Hospitality Industry” (Travel 300) course. It opens the door to applied work areas in the hospitality industry and provides the foundation for upward mobility in rewarding careers.

The course delves further into the workings of each of the major operating departments in the lodging, food, and service categories. You will be introduced to hotel classifications, accommodations, front and back office operations, logistics, accounting, food and beverage, hotel engineering, and employment opportunities available in the various service sectors.

Industry terminology and the scope of the hotel industry’s relationship with other parts of the tourism, travel, and hospitality industries will be covered.

Information will be presented from all areas of Hospitality.

NOTE: This document has two parts. Part I is WLAC course information. Part II is additional information.

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PART I – WLAC Course Information (numbers 1-7):

1. Welcome:

Welcome to the class: Introduction to Hotel/Lodging Operations. Most of you have certainly stayed in a hotel or lodging facility. And most likely you had a pleasant experience, with all operations running smoothly and efficiently. In fact, probably for the most part, things ran so
smoothing, you probably gave no thought as to what goes into making sure every guest has a positive stay: your check-in and check-out procedure was efficient, your room was clean and cared for daily, and your bill was correct.

After this course, I am sure you will appreciate even more how these services are consistently provided in such a way as to keep you the guest happy and the lodging operation profitable.

This course is scheduled entirely online. All content and tests are online, on the Etudes platform.

In the online Etudes program, lectures are called “Modules.” Each module will be opened on Monday morning) 12:01am, beginning the week of class indicated in the schedule of activities. All modules will remain open for the duration of the semester and close at the semester end date.

2. Course Description:

With employment opportunities growing every day in the hotel industry, this course will help open the door to those opportunities and start you on your way to a rewarding career. By providing an overview of the lodging industry, this course will introduce such topics as hotel classifications, accommodations, front and back office operations, logistics, accounting, the food and beverage division, hotel engineering, and the many employment opportunities available in the various sectors of the business. You’ll learn industry terminology and the scope of the hotel industry’s relationship to other parts of the tourism, travel and hospitality industries.

3. Required Text:

Available in the campus bookstore or online -

*Hotel & Lodging Management* 2nd edition

Publisher: John Wiley & Sons, Inc.
Hoboken, New Jersey
Copyright 2006
Author: Alan T. Stutts President, Brown College (at time of publication)
Author: James F. Wortman, Conrad Hilton College of Hotel and Restaurant Management, University of Houston (at time of publication)

Available in the campus bookstore, or from the publisher (rental online versions may be offered), or online. If the bookstore is sold out, one source might be [www.amazon.com](http://www.amazon.com). Also, used books are fine.
4. Recommended Materials:

Internet resources are available to further research topics mentioned in class.
Dictionary
Thesaurus
Notebook or web page or internet folder would be a practical source in which to collect notes and materials.

5. Required Materials:

Computer or computer access
Printer if collecting materials for future reference
One three-ring binder if you wish to collect hard copies of certain materials, test, fliers, rosters, email addresses, etc.
Stapler
Staples
3-ring hole-punch

6. Course Objectives:
A. Gain an understanding of the history of lodging operations
B. Gain of overview of organizational structure in a lodging operation
C. Understand the various job specializations in a lodging operation
D. Learn the importance of management contracts
E. Differentiate between franchise, property management, and special lodging facilities

7: Student Learning Outcomes (SLO)

West Los Angeles College is committed to student success through a set of core institutional Student Learning Outcomes.
## Student Learning Outcomes

<table>
<thead>
<tr>
<th>Course SLO</th>
<th>Assessment Method</th>
<th>Criterion Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>At end of the course, the successful student will be familiar with the</td>
<td>Assessment methods include examination by multiple choice, true/false,</td>
<td>Reflects satisfactory performance on the SLO</td>
</tr>
<tr>
<td>organizational structure of a lodging operation and its role in the</td>
<td>fill-in-the blank, and essay questions.</td>
<td>• At least X percent of students achieve a certain level of grade for this course</td>
</tr>
<tr>
<td>hospitality and tourism industry.</td>
<td></td>
<td>SLO.</td>
</tr>
<tr>
<td>1. Students will be able to describe various lodging classifications</td>
<td>Evaluation for effectiveness will be made by exam.</td>
<td>At least 65% of students will achieve a grade of at least 70% for this assessment.</td>
</tr>
<tr>
<td>2. Students will be able to identify the various departments of a</td>
<td>Essay: Select a position within a lodging operation of most interest to you. Write</td>
<td>At least 65% of students will achieve a grade of at least 70% for this assessment.</td>
</tr>
<tr>
<td>lodging operation and their roles.</td>
<td>an essay on the significance of this position to operation and/or to the</td>
<td></td>
</tr>
<tr>
<td></td>
<td>hospitality/tourism industry.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evaluation for effectiveness will be made through essay exam.</td>
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PART II – WLAC Course Information (numbers 8-16):

8. Important Dates and Requirements:

Required:
A. Submit an Avatar on the Etudes class site within the first week. The Avatar can be (preferably) a picture of yourself so classmates may recognize you and put a name with a face. Or the Avatar can be one of your favorite pictures (so long as it is in good taste) - beach scene, vacation scene, pet or family scene - which also becomes your name/image combination.

B. Submit an Introduction of yourself to the class on the Etudes class site. Just tell the class a little about yourself – such as why you are taking the class, what you want to get out of it, other classes you have taken, and other classes you wish to take, whether you are taking the class for a degree or a certificate. Tell us what you like to when not taking a class or working…

C. Each Monday morning a new Module opens, referring to a particular chapter in the textbook. This chapter becomes the topic of discussion throughout the week.

D. Deadline to submit any report, essay, test, make-up work is December 21, 5:00pm.

Voluntary:
A. Read each chapter of the textbook and be prepared to comment to class discussions

B. Log on the class site every week. Respond to the new weekly discussion involving the appropriately assignment in the text book.

9. The Online Challenge:

You have selected an online course that offers the advantage of reading course information at any time; from anywhere you have access to a computer and the internet. To overcome the lack of personal contact, your instructor will check class communication almost every day. You are also invited to email, telephone, or arrange personal visits during times which will be listed.

This being an online course, some may perceive a lack of “face-to-face” interaction as a challenge. However, we will use our Etudes technology to mediate some of those challenges. For instance, everyone will be asked to download an Avatar. This can be a picture of yourself, or another image representing you. This will help us to “put a name to a face.” Also, we will take advantage of the discussion and chat modes to communicate. And we do not have to be together at one specific time. Although when online you will see who else is online at the same moment, communication streams can carry on according to individuals’ schedules.

This course will offer concepts and information not contained in our text book. Each week you will see as part of your module the pertinent chapter scheduled for reading and discussing that
week. Even though concepts outside the textbook may be offered for discussion, only information from the textbook will be on the Quizzes. References will be made to current industry trade publications (magazines, journals, trade papers and other publications’ online websites.) Some may be copied and sent to you via the Etudes course system or to your email address; for others, you may be directed to the publications’ web site.

Un-Block Your Pop-Up Blocker
You MUST have your pop-up blocker turned OFF!
If this is not done, you will not be able to see the modules.

In the online Etudes program, lectures are called “Modules.” For our purposes, each module is a chapter in the textbook. This is the chapter that is due to be read and “discussed” online. A topic of discussion surrounding the chapter will be listed as part of the module. You ware encouraged to respond at least once during the week regarding this chapter.

Each module will be open each Monday morning at 12:01am, beginning the week of Sept. 1. See the schedule of activities below. All modules will remain open for the duration of the semester and close at the semester end date.

Professional Conduct in Our Virtual Classroom Community

There are a few recommended online formalities to keep-in-mind. These are for your security and to maintain a standard of ethics that will not compromise anyone in either cyberspace or a business relationship:

One of the unifying objectives in this course is to familiarize you and give you practice in becoming a member of the professional hospitality and travel community. We also have the responsibility to ensure that our virtual community is a positive learning environment for all students. The instructor will remove any distasteful content, language, or image.

As such, you are asked to please follow these policies of our classroom community for all emails, discussion groups and chat rooms:

- Please address everyone politely by their name
- Do not post personal information about yourself
- Do not ask for a classmate’s personal contact information or in any way ask for a personal meeting or date
- Do not post pictures of yourself or others, except for your Avatar, unless specifically asked to do so as part of professional activities
- Do not use profanity or less than business and civil language in discussing subjects and the activities of others
- Do not demean destinations. While having personal or political views about destinations, remember that tourism is apolitical. One person’s paradise is another person’s least desired destination
- Unless the instructor specifically ask you to do so as a proper part of an assignment, do not include in your email signatures or other material in your messages any kind of sales solicitation or a political or religious message of any kind. Do not include a blind or other kind of hyperlink to such information
• Please use common sense and common courtesy and professionalism. Please feel free to ask the instructor first if you have any questions about what is appropriate
• Academic honesty and ethics of the highest level will be maintained at all times.
• For information on student conduct as it relates to academic dishonesty and integrity please see: http://laccd.edu/Board/Documents/BoardRules/Ch.VI-ArticleVII.pdf


A. TESTS – Four quizzes will be given during the semester. Glossary words, industry terminology and concepts will be included in the exams. All tests are online, in the Etudes program.

Total of 160 points

All quizzes are open-book and research oriented, with a combination of multiple-choice, true/false, and fill-in-the-blank responses. The dates and point value of the exams are listed in this outline.

The total scores for the three exams will be the numbers on which the final grade will be assigned.

Make-up examinations must be arranged in advance, will have time limits, and may result in reduced points. No make-up on any assignment is available after December 13, 5:00pm.

B. Essay – 30 Points:

An Essay describing your choice of a hotel/lodging category and department, why you would prefer to work in this level of property and work function, and the geographic location in which you would wish to work and why.

Please title the Essay as follows:
Hospitality 302 Lodging Essay
By: Your Name
Date: __________

The Essay should be minimum 200 words, maximum 300 words, 12.0 font, double-spaced. The Essay should have a minimum of five (5) paragraphs as follows: Introduction, three supportive paragraphs, and a conclusion.

This Essay is due by or before December 20, 11:59pm. Plan ahead, turn it in early. This is a mandatory assignment.

Please contact the instructor with any questions.

Total of 30 points
C. Extra Credit:

Fifteen (15) additional points will be added for undertaking a visit to a lodging-related business. You are encouraged to pursue relationships with organizations with which you would like to work. Ask to make an “information interview” appointment with a manager, collect his/her business card. Interview the staff person, and then write a 200-word report. You may email it to the instructor at email: kboles@ha.ucla.edu.

Fifteen (15) additional points will be added for attendance at any scheduled or un-scheduled on-campus, or off-campus hospitality event, or hospitality education webinar (maximum of two events for credit). In order to receive credit, please follow-up the visit or webinar with a 200-word report. You may email it to the instructor at email: kboles@ha.ucla.edu.

11. Grading Criteria:

Student grades will be based on a modified curve. The highest score achieved on all tests will be the top of the "A" scale with a 10% separation between letter grades.

<table>
<thead>
<tr>
<th>Example</th>
<th>Score (190 points)</th>
<th>Grade (A)</th>
<th>Score (171)</th>
<th>Grade (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-19 (10%)</td>
<td></td>
<td>-19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>190</td>
<td>A</td>
<td>171</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>152</td>
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</tbody>
</table>

12. Dropping the Class:

It is hoped that, before dropping this class, you will discuss your reasons with the instructor. There may be alternatives that will help ensure your continuation and success.

<table>
<thead>
<tr>
<th>Fall 2014</th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Drop a Class w/o a Fee</td>
<td>Sept 12</td>
<td></td>
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<tr>
<td>Drop a Class w/o a W</td>
<td>Sept 12</td>
<td></td>
</tr>
<tr>
<td>Drop w/ a W</td>
<td>Nov 21</td>
<td></td>
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<tr>
<td>CAMPUS CLOSED</td>
<td>Labor Day, Sept 1</td>
<td></td>
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<td></td>
<td>Veteran's Day, Nov 11</td>
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<td></td>
<td>Thanksgiving Nov 27-30</td>
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</tbody>
</table>

See WLAC Schedule of Classes for additional information

13. Questions, Comments, Suggestions, or Counseling:

Concerns regarding career direction or the hospitality industry may be discussed either before or after class, or by appointment. You may contact the instructor by: Email: kboles@ha.ucla.edu or via Telephone at 310-206-9270.
14. Office Hours

Please check below for scheduled appointment times and note that it is advantageous to make an appointment to better ensure availability.

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30–10:00</td>
<td>08:30-11:00</td>
<td>08:30-11:00</td>
<td>08:30-11:00</td>
<td>08:30-11:00</td>
</tr>
<tr>
<td>online or by phone</td>
<td>online or by phone</td>
<td>online or by phone</td>
<td>online or by phone</td>
<td>by appointment</td>
</tr>
</tbody>
</table>
15. Hospitality 302, Fall 2014-Modules open Monday morning on stated dates below

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>2014 – READING / ACTIVITIES</th>
<th>DISCUSSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sep 1</td>
<td>Introductions, Avatars, Preface &amp; Introduction to Chapter 1 Ch 1 – Growth and Development of the Lodging Industry</td>
<td>9/1-9/7</td>
</tr>
<tr>
<td>2</td>
<td>8</td>
<td>Ch 2 – Organizational Structure</td>
<td>9/8-9/14</td>
</tr>
<tr>
<td>3</td>
<td>15</td>
<td>Quiz #1 on Preface, Introduction, Chapters 1-2</td>
<td>9/15-9/21 QUIZ #1</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>Ch 3 – The Front Office</td>
<td>9/15-9/21</td>
</tr>
<tr>
<td>4</td>
<td>22</td>
<td>Ch 4 – Housekeeping</td>
<td>9/22-9/28</td>
</tr>
<tr>
<td>5</td>
<td>29</td>
<td>Ch 5 – The Marketing and Sales Department</td>
<td>9/29-10/5</td>
</tr>
<tr>
<td>6</td>
<td>Oct 6</td>
<td>Quiz #2 on Chapters 3-5</td>
<td>10/6-10/12 QUIZ #2</td>
</tr>
<tr>
<td>7</td>
<td>13</td>
<td>Ch 6 – Human Resource Management</td>
<td>10/13-10/19</td>
</tr>
<tr>
<td>8</td>
<td>20</td>
<td>Ch 7 – Hotel Food and Beverage</td>
<td>10/20-10/26</td>
</tr>
<tr>
<td>9</td>
<td>27</td>
<td>Ch 8 – Loss Prevention and Security</td>
<td>10/27-11/2</td>
</tr>
<tr>
<td>10</td>
<td>Nov 3</td>
<td>Quiz #3 on Chapters 6-8</td>
<td>11/3-11/9 QUIZ #3</td>
</tr>
<tr>
<td>11</td>
<td>10</td>
<td>Ch 9 – The General Manager</td>
<td>11/10-11/16</td>
</tr>
<tr>
<td>12</td>
<td>17</td>
<td>Ch 10 – Yield Management</td>
<td>11/17-11/23</td>
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<td></td>
<td>17</td>
<td>Ch 11 – Management Contracts and Franchise Agreements</td>
<td>11/17-11/23</td>
</tr>
<tr>
<td>13</td>
<td>24</td>
<td>Thanksgiving Holiday – No Classes – Go Somewhere</td>
<td>11/24-11/30</td>
</tr>
<tr>
<td>14</td>
<td>Dec 1</td>
<td>Ch 12 – Time-Share and Vacation Ownership</td>
<td>12/1-12/7</td>
</tr>
<tr>
<td>15</td>
<td>8</td>
<td>Ch 13 – Resorts, Themed Lodging, &amp; Special Lodging Environments</td>
<td>12/8-12/14</td>
</tr>
<tr>
<td>16</td>
<td>15</td>
<td>Final Quiz #4 on Chapters 9-13</td>
<td>12/15-12/21 QUIZ #4</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>Essay: ESSAY due</td>
<td>12/15-12/21 ESSAY</td>
</tr>
</tbody>
</table>

NOTE: Nothing accepted after 12/21, 5:00pm

* Subject to change
Students with disabilities, who believe they may need accommodations in this class, are encouraged to contact Disabled Students Programs & Services, HLRC 119 or call 310 287-4550 as soon as possible to better ensure such accommodations are implemented in a timely fashion.

Note: You are encouraged to experience activities related to different cultures, from foods to foreign destinations and to study related subjects: anthropology, architecture, history, sociology and more. These will broaden your knowledge base and enable you to work with increasingly more travelers, with more interests, wanting different levels of service.

You are offered a brief view of your instructor’s hospitality related background so you may know how to use his knowledge to further you own professional interests

Kay Boles, MS, CMP, CMM, CHE
Hospitality/Travel

With a Master’s degree in management and specializing in the hospitality industry, Kay has extensive experience strategically managing conferences for groups in the business, medical, scientific, and educational fields. Kay is a Certified Meeting Professional (CMP), Certified Meeting Manager (CMM), and Certified Hospitality Educator (CHE). Prior to joining UCLA, she held the role of Director of Conference Services and Conference Services Manager in Texas, in addition to being a Meeting Manager for the University of Texas Medical Branch.

Kay has taught many courses in WLAC’s Hospitality and Travel programs. Regardless of the class she is teaching, she approaches it from a business, management, and career path perspective. She wants students to not only learn the course information but to be able to apply it to their own personal and professional goals.

Kay is former president of UCLA Staff Assembly (a 25,000 employee association) and Vice-President of Education for Meeting Professionals International (MPI) Southern California Chapter... Her community service work includes volunteering with the UCLA True Bruin program, having served as task manager, project manager, and ambassador for UCLA volunteer program involving over 6,000 students, faculty, and staff.