



Course Number and Title: HRI 215 Lodging Operations Management

Campus Location:

Georgetown, Dover, Wilmington

Effective Date:

2018-51

Prerequisite:

MAT 145 or MAT 153, HRI 101, ENG 102

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

1.00 lab hours/week

Course Description:

This course covers the functions and procedures used by management and administrative employees to operate a lodging facility. Topics include front office operations, operational statistics and reporting, needs planning and procurement, staffing requirements, and typical day-to-day operational tasks.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Hybrid Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Identify the characteristics, organizational structure, and ownership of the traditional and modern hotel industry. (CCC 1; PGC 1, 4)
2. Describe management's role in the planning, organization, and control of a lodging operation. (CCC 1, 2; PGC 4, 6, 7)
3. Define the typical front desk operations and the guest occupancy cycle. (CCC 1, 3; PGC 1, 4)
4. Describe the typical housekeeping, engineering, security, sales and marketing, and food and beverage departments in a full-service hotel. (CCC 1, 3, 4; PGC 1, 4, 7)
5. Discuss the information systems and financial controls used in a lodging establishment. (CCC 6; PGC 1, 2, 4)
6. Analyze revenue management and the role of the room rate. (CCC 2, 6; PGC 1, 2, 7)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Identify the characteristics, organizational structure, and ownership of the traditional and modern hotel industry.
 1. Discuss historical milestones, and analyze new product patterns and segments.
 2. Explain the cyclical nature of the industry that closely follows the cyclical flow of the economy.
 3. Review the characteristics and classifications of the hotel industry.
 4. Review ownership structures and affiliation: independent, chain, franchise, management contract, referral, and licensing.
 5. Review the key operating metrics associated with lodging operations: occupancy percentage, average daily rate (ADR), and revenue per available room (RevPAR).
 6. Explain the importance of total customer satisfaction as a factor of lodging success.
2. Describe management's role in the planning, organization, and control of a lodging operation.
 1. Discuss the functions and roles of various management levels in a lodging operation.
 2. Describe the typical housekeeping, engineering, marketing and sales, security, and food and beverage departments.
 3. Describe the guest service functions in each department and how they relate to total quality management (TQM).
3. Discuss the typical front desk operations and the guest occupancy cycle.
 1. Describe effective reservation procedures.
 2. Use property management simulation to reproduce reservation procedures.
 3. Explain front desk terminology as it relates to hotel occupancy.
 4. Explain forecasting and how it relates to an actual room count.
 5. Describe activities associated with the reservation pricing.
 6. Describe the three common reservation control devices used by hotels, and explain how each of them is used to monitor room availability.
 7. Describe ways to make the reservation procedures more efficient for conferences, conventions, and tour groups.
 8. Describe the registration process from a front desk agent's point of view.
 9. Describe the three main types of requests guests make.
 10. Discuss what procedures the front desk agent should consider when a guest cannot be accommodated.
 11. Describe the specific functions of a front office accounting system.
 12. Discuss the information needed to create a guest folio.
 13. Describe how the process differs between a manual and a fully automated front office recordkeeping system.
 14. Explain the function of the checkout and settlement process.
 15. Describe how the checkout and settlement processes are essential to a hotel's accounting, housekeeping, and marketing functions.
 16. Explain the methods of guest account settlement at checkout.
4. Describe the typical housekeeping, engineering, security, sales and marketing, and food and beverage departments in a full-service hotel.
 1. Describe how to manage guest services within each department.
 2. Describe the importance of the marketing and sales function in any hospitality operation.
 3. Identify the impact, impression, and image of the engineering personnel and how the concept of green hotels relates to profits.
 4. Recognize security issues and risk management.
 5. Describe the relationship of food and beverage operations to the success of a lodging establishment.
 6. Discuss why communications between the various revenue and support centers are important to the successful implementation of revenue management.
5. Examine the information systems and financial controls used in a lodging establishment.
 1. Describe the importance of accurate forecasting and budgeting.
 2. Describe the accounting function in a hotel.
 3. Distinguish between an individual folio and a group folio.
 4. Recognize how blogging and social networking affect hotels.
 5. Describe data security, and identity theft prevention and payment card security standards.
 6. Discuss the different types of computer and Internet-based software applications and the integration of a department's interfaces.
 7. Describe hotel room technologies.
 8. Explain the reasons for information system back-ups and manual back-up procedures.
 9. Describe checkout procedures and the night audit functions using a property management system.
 10. Describe and complete management reports.
6. Discuss revenue management and the role of the room rate.
 1. Describe the role of room rate and pricing strategies.
 2. Explain how room rates impact revenue management.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

1. Utilize management functions, roles and interpersonal skills to lead/manage first level employees in a hospitality setting.
2. Prepare food and beverage menus for a variety of hospitality requirements considering price, quality, and selection.
3. Utilize knowledge of facilities management to aid in decision making.
4. Perform cost calculations and apply to decision making situations pertaining to factors of production.
5. Evaluate levels of food safety and sanitation to maintain a safe and sanitary work environment.
6. Integrate professional, ethical and legal standards into business practice.
7. Employ the various theories of management and marketing in a business.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.