COURSE OUTLINE: HTM102 - H&T OPERATIONS

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Course Code: Title	HTM102: HOSPITALITY AND TOURISM OPERATIONS
Program Number: Name	1076: HOSPITALITY MGNT
Department:	CULINARY/HOSPITALITY
Academic Year:	2022-2023
Course Description:	This course provides students with an introductory examination into the skills necessary to operate and manage a hospitality and tourism facility. Students will explore the organizational structures that govern businesses in these sectors, and will study the roles, responsibilities and functions of the departments and key positions. Operational procedures and standards, including guest services management, staffing, purchasing, budgeting, cost control, and risk management are examined.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**1076 - HOSPITALITY MGNT** VLO 2 Use qualitative and quantitative metrics to recommend services marketing and sales strategies in a global context. VLO 3 Inform financial decision making that complies with jurisdictional practices. VLO 4 Recommend strategies to maintain efficient, safe, secure, accessible and healthy hospitality and tourism operations that reduce risk and comply with jurisdictional legislation and legal obligation. VLO 7 Use project management principles, tools, and techniques to define timelines and project deliverables for all members of cross-functional, intercultural, and multi-disciplinary teams. VLO 10 Prepare verbal, written and digital materials for the procurement of local and global services and commodities.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems.

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	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Foundations of Lodging Management by Hayes, David K. et al Publisher: Pearson Eduation Inc. Edition: 2nd ISBN: 13-978-0-13-256089-4

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Explore and discuss the evolution and structure of the hospitality and tourism industry.	1.1 Describe the growth and development of the lodging industry from a regional and global perspective. 1.2 Analyze the structure of the hotel industry by examining the role of investors, owners, management companies, franchisers and other alternatives. 1.3 Explain the organizational design of a hotel, staff positions and their responsibilities. 1.4 Differentiate between the various types of lodging properties and explain the complexities of managing an accommodations facility.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Explore and investigate the operational concerns of the rooms and guest services departments.	2.1 Evaluate the delivery of guest services, and food and beverage service in the hotel industry using examples of best practices and effective customer service models. 2.2 Discuss the issues with face recognition and recall in relation to the guest services, food and beverage and front office departments. 2.3 Describe the role of the front office, before, during and after a guest`s visit to the property by examining the key functions performed by front office staff. 2.4 Analyze the key functions performed by the housekeeping department in guest rooms, public areas and laundry operations critical to the in house experience of both customers and staff.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Explain the operational responsibilities of the General Manager and the challenges of human resource policy	3.1 Analyze the role of the hotel General Manager in relation to the key management functions and decisions made in order to run a successful lodging operation. 3.2 Summarize the industry challenges and best practices of managing a hotel.

	3.3 Determine the importance of yield and revenue management in relation to a lodging property`s success. 3.4 Examine the issue of accountability and expectations of profitability in relation to the role of management. 3.5 Discuss the strategic and operational roles of human resources in hiring and staffing an accommodations property.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
Analyze the hotel engineering and security function in terms of organization, people and issues in the modern era.	4.1 Evaluate the importance of routine, preventative, emergency functions, including energy-conserving practices performed by the maintenance department. 4.2 Determine the safety threats unique to the hotel industry. 4.3 Explain the importance of proper procedures to ensure the safety and security of guests and employees. 4.4 Investigate the impact of global terrorism on the lodging industry.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Exam 1	25%
Exam 2	25%
Exam 3	25%
Projects/Assignments	11%
Quizzes	14%

Date: June 30, 2022

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.