

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: DIMENSIONS OF HOSPITALITY

Code No.: 'tflfr /OL

Program: HOTEL & RESTAURANT MANAGEMENT

Semester:


Date: September 1986

Author: G.W. Dahl

New:

Revision:

APPROVED:


•mairperson

Jfr-Sf-og*
Date

DIMENSIONS OF HOSPITALITY

PDS 126

Course Name

Course Number

Course Length: 15 hours

Objectives:

Having successfully completed the course, the student will:

- 1) Identify the various facets of the Hospitality Industry today.
- 2) Relate the evolution of the European and English trade to its modern North American counterpart.
- 3) Analyze the interaction of the various departments which make up the present day facility.
- 4) Recognize the business techniques of sales, cost and profit programming that are needed in today* a competitive industry.
- 5) Select his/her career path based on the acquired knowledge of the overall structure of today's business.

TOPICS TO BE COVERED:

- 1) History of the Industry
- 2) Today's careers and entry level for College grads. large and small properties.
- 3)
 - a) Hotels, Motels, Motor Hotels
 - b) Resorts
- 4)
 - a) Chain
 - b) Franchise
 - c) Referral Systems
- 5) Modern Hotel Management
 - a) Organization Structure
 - b) The Manager
 - c) The Departmental Concept
- 6) Front of the House
 - a) Front Office - Night Audit
 - b) Housekeeping
 - c) Maintenance
 - d) Security
 - e) Telephones

- 7) Controls
 - a) Accounting Department -
 - i) Cashiers (various)
 - ii) Clerks - purchasing
 - inventory
 - payables
 - payroll

- 8) Back of the House - F&B Department
 - a) Prep
 - b) Service - coffee shops
 - dining room
 - bar and lounge
 - banquets
 - c) FSB Cost Controls

- 9) Personnel Management
 - a) Recruiting - Interview - Training
 - b) Wage and Incentives
 - c) Labour Relations
 - d) Safety Training
 - e) Record Keeping

- 0) Sales Promotion
 - a) Market - Product
 - b) Publicity - Advertising
 - c) Previous Guests - Guest Relations
 - d) Group and Package Trade

- 1) Where are we Headed?
 - a) The Computer, Labour Market
 - b) Convenience Foods, Health Foods, "Fun Places"
 - c) Time-Sharing Ownership
 - d) Budget Motels, i.e. "Days Inn"

- 2) Trade Organizations - use - CRA, OHMA, CHI
 - ORFA, HSMA

- 3) Government Agencies -
 - Municipal - Chamber-Tourist Committee
 - Provincial - Ministry of Tourism
 - Ministry of Labour
 - Federal - Ministry of Tourism

EVALUATION:

Test #1	-	30%
Test #2	-	30%
Final Exam	-	40%
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		100%

Passing Mark: 60%

Tests and exams must be written on the specified dates - **SO RBIFRITES!**