

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY  
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: DIMENSIONS OF HOSPITALITY  
Code No.: HMG 106-1  
Program: HOTEL & RESTAURANT I  
Semester: \_\_\_\_\_  
Date: SEPTEMBER 1983  
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New: Revision: X

HOTEL & RESTAURANT MANAGEMENT 1  
DIMENSIONS OF HOSPITALITY  
Course Name

HMG 106-1  
Course Number

REFERENCE TEXTS:

Modern Hotel & Motel Management - Lathin, Freeman & Co. - Third Edition

Introduction to the Hospitality Industry - Kahl Bobbs/Merril

Relevant Hand-outs from Trade Journals

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 run to its modern North American counterpart,
- (3) Analyse 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's competitive industry,
- (5) Select his 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

Modern Hotel Management

- a) Organization Structure
- b) The Manager
- c) The departmental concept

Front of the House

- a) Front Office - Night Audit
- b) Housekeeping
- c) Maintenance
- d) Security
- e) Telephones

Controls

- a) Accounting Department -
  - a) Cashiers (various)
  - b) Clerks - purchasing  
inventory  
payables  
payrol 1

Back of the House

F & B Department

- a) Prep.
- b) Service - coffee shops  
dining room  
bar and lounge  
banquets
- c) F & B Cost Controls

Personnel Management

- a) recruiting - interview - training
- b) wage and incentives
- c) labour relations
- d) safety training
- e) record keeping

Sales Promotion

- 1) market - product
- 2) publicity - advertising
- 3) previous guests - guest relations
- 4) group and package trade

11. Where are we headed?
  - 1) the computer, labour market
  - 2) convenience foods, health foods, "fun places"
  - 3) time-sharing ownership
  - 4) budget motels, ie. "Days Inn"
12. Trade Organizations - Use - CRA  
ORFA  
OHMA  
CHI  
HSMA
13. Government Agencies - Municipal - Chamber  
Tourist Committee  
  
- Provincial - Ministry of Tourism  
Ministry of Labour  
  
- Federal - Ministry of Tourism

ATTENDANCE:

There is a direct ratio between the students' marks and success to his class attendance.

EVALUATION:

- 1) Periodic class assignments turned in on due date to be corrected. Late assignments will not be marked.
- 2) Individual project assignment.
- 3) Group or team project.
- 4) Term Test

Class Participation:  
Individual Assignments: 40%  
Group Assignments: 10%  
Term Test:

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Pass = 60%

All projects are due on date specified. Any late submissions will NOT be marked. Only those students, who, due to illness or other major circumstances cannot present papers on due date will be considered for marking.

AVAILABILITY:

Please see instructor's timetable and feel free to request extra time if you need help in a project or clarification of any class work.

ROOM E268

EXT. 332