



COURSE OUTLINE

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Course Name: Accommodations / Lodging Industry

Department Head/Coordinator: Michael Tittel

Effective Date: September 2014

School or Centre:		Department:	
School of Hospitality and Business		Hospitality Management Diploma	
Course History:		Year of Study:	
Revised Course		1st Year Post-secondary	
Name of Replacing Course (if applicable):	HOSP 1106	Course Number:	HOSP 1370
		Number of Credits:	3.0

Course Pre-requisites (if applicable):

Course Co-requisites (if applicable):

PLAR (Prior Learning Assessment & Recognition)

No Yes (details below):

To learn more about the PLAR pathways for this course review the Hospitality Management Diploma Program Content Guide.

Course Description:

This course introduces students to the accommodation industry and the range of employment roles that support it. Students explore the development of the hospitality industry and the organizational structure of various accommodation establishments. Students learn about reservation procedures and policies, registration and rooming techniques, forecasting and room statistics as well as reservation control techniques. Overbooking, guest relocation and complaint resolution are also addressed.

Note to instructors: An instructional strategy is an approach that an instructor uses to achieve the learning outcomes (e.g., lecture, case study, video, group work).

Instructional Strategies:

Lectures, demonstrations, field trips, case studies, independent research and group discussions

Course Learning Outcomes:

Successful students will be able to:

1. Describe the uses of lodging for different guests and the impacts on a hotel
2. Describe how value and function are determined in the different types of lodging
3. Describe support departments that normally have no direct contact with guests
4. Describe the roles and routes for advancement in the industry
5. Differentiate levels of service in hotel accommodation.
6. Describe competitive tactics that hotels use in services and amenities
7. Analyze current trends in guest services
8. Use front office procedures and equipment throughout the guest cycle
9. Perform independently and effectively as front desk staff, applying yield management principles and practices
10. Describe the function of all departments and the role of the front desk in their coordination
11. Use methods of up-selling and upgrading a guest
12. Use property and revenue management systems related to managing the front desk.
13. Apply ethical and sustainability decision making in accommodation and housekeeping management.
14. Perform the process of "walking a guest".

Program Learning Outcomes:

Upon successful completion of the Hospitality Management Diploma, students will be able to:

1. Communicate effectively as hospitality professionals.
2. Demonstrate leadership competencies in the hospitality sector.
3. Evaluate financial information and financial implications related to business decisions to support the goals of a hospitality enterprise.
4. Act in an ethical manner and practice within the legal framework of the industry.
5. Provide responsible and professional food and beverage services.
6. Supervise front-of-the house and back-of-the house hotel and restaurant operations.
7. Manage basic human relations issues within a hospitality setting.
8. Prepare the basis for a marketing plan and communication strategy.
9. Analyze emerging hospitality industry trends and innovations.
10. Describe the role and scope of the tourism industry, the stakeholders, the five sectors of the industry and their economic impact.
11. Employ sustainability decision-making and practices in their work as hospitality professionals.
12. Apply the theoretical principles and practices of guest and customer services in a hospitality setting.
13. Apply critical thinking and problem solving techniques to make sound management decisions and recommendations.

Evaluation/Grading System *(Click on drop down box arrows to see list of options)*

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		D (50%)

Components and Weighting of the Assessment/Evaluation Plan: *(Click on drop down box arrows to see list of options)*

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Participation	15	
Quizzes/Tests	30	Two Quizzes worth 15% each
Assignments	25	AAA Assignment
Final Exam	30	
	Total	100

Learning Environment/Type *(Select all that are used within the course)*

Instruction Type	Hours Per Instruction Type	Comments
L - Classroom	45	including field trips
Enter Total Hours	45	

Resource Material(s):

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

Course Topics and Sequence Covered:

1. History of the Canadian Accommodations Industry
2. Introduction to accommodations as a tourism sector
3. Unique characteristics of accommodations
4. Organizational structure of hotels
5. Lodging sectors
6. Reservations systems
7. Check-in procedures
8. Quality management
9. Rooming process
10. Registration process
11. Check-out procedures
12. Technology in hotels (e.g., Property Management Systems)
13. Housekeeping and laundry operations

VCC Education and Education Support Policies

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about-vcc/policies/index.cfm>

To find out how this course transfers, visit the BC Transfer Guide at www.bctransferguide.ca.

FOR COMMITTEE USE ONLY

Date Approved by Education Council:		Date Approved by VCC Board (if applicable):	
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