



Course Description

HFT4253 | Hotel Management | 3.00 credits

This course provides the student an advanced focus on the hotel industry. The course examines modern-day and futuristic trends, career opportunities, and recent innovations in the hotel industry from a management perspective. Specific emphasis will be placed on the role of the general manager, as well as the varied roles of departmental managers within the hotel and lodging industry. Topics include operations department organization and management, benchmarking, quality control, guest service management, and financial controls of hotels.

Course Competencies:

Competency 1: The student will articulate knowledge of the organizational structure of hotel operations by:

1. Summarizing the various departments in a hotel operation and how they interact
2. Contrasting the difference between full-service hotels, limited-service hotels, resorts, casinos, motels, and bed and breakfast inns
3. Simulating the major concepts, skills, and values of the tourism and hospitality industry
4. Justifying the critical importance of customer service in the hospitality industry

Competency 2: The student will assess the roles of the general manager and department heads in ensuring profitability and appropriate return on investment to the hotel owners by:

1. Measuring the role of the general manager and differentiating between leadership and management
2. Evaluating the fundamental and practical skills in planning, opening, and managing a hotel operation
3. Dissecting the basic concepts of revenue management and RevPAR
4. Calculating hotel revenue capability and how to maximize its profitability

Competency 3: The student will critique the operation of the service management system to ensure guest satisfaction and repeat visits by:

1. Debating hospitality-based service management concepts and the link to guest satisfaction and repeat visits
2. Comparing the managerial and administrative science of overseeing a hospitality organization
3. Ranking the vital skills and competencies required for a successful career in a hospitality-based organization
4. Correlating related topics, including event planning, tourism management, and hospitality service entrepreneurship

Competency 4: The student will evaluate the role of sales and marketing in successful hotel operations by:

1. Analyzing the results of marketing programs in the hospitality industry
2. Designing target marketing, marketing mix, analysis, product and image development
3. Deducing the importance of using current media, sales planning, advertising, public relations, and collateral materials
4. Creating a simulated marketing approach and making strategic decisions on how to optimize it

Competency 5: The student will anticipate current trends in the hotel industry as they apply to the future of the industry by:

1. Integrating knowledge of industry trends and conditions to enhance guest experience within the travel and hospitality industry
2. Comparing cutting-edge hospitality information technology such as reservation, inventory, property management, customer service, Point-of-Sale, and intuitive in-room
3. Designing innovative travel and tourism plans that have the potential to maximize the positive effect of tourism on a destination
4. Judging the ongoing impacts of technology and the changes in the hospitality industry

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities