

HM 230 : LODGING MANAGEMENT

Transcript title

Lodging Management

Credits

4

Grade mode

Standard letter grades

Contact hours total

40

Lecture hours

40

Description

Explore current operational practices of lodging operations throughout the world. Study management functions related to front office, housekeeping, marketing, reservations, maintaining customer accounts, laws affecting lodging operations and typical service problems. Go on field trips to learn about different kinds of lodging operations throughout the state.

Learning outcomes

1. Identify the internal and external components of managing lodging operations.
2. Explain the theory of yield management as it relates to lodging operations.
3. Determine guest room availability and how to deal with overbooking situations.
4. Summarize the functional areas of lodging properties.
5. Identify careers in the lodging industry.

Content outline

Travel and Tourism
Hotel Development
Hotel Management and Operations
Hospitality
Food service Management
Beverage Management
Meetings, Conventions, and Special Events
Recreation and Leisure
Global Gaming and Casino Operations
Globalization of Hospitality

Required materials

Required textbook, web simulation code.

Grading methods

Grades will be determined by weekly homework, midterm exam, and final exam; may include discussion, short essays, and in-class presentation.