

HOSPITALITY PROGRAM

Tract 1. Infrastructure

INTRODUCTION TO THE HOSPITALITY INDUSTRY

1-1. The Hospitality Industry Past

The Lessons of the Past; Origins of the Hospitality Industry; The Golden Age of Hotels; A Room and a Bath for a Dollar and a Half; Conrad Hilton; The Greatest Untouched Industry; Howard Johnson; Willard Marriott; The Rise of the Economy Hotel; The Age of Competition

1-2. The Lodging Industry Present

Segments of the Lodging Industry; Property Types; Classifications and Ratings; Class

1-3. Ownership and Management

Ownership and Management Methods; Referral Organizations; Reservations Systems; The Function of Ownership; The Function of Management

1-4. Organization

A City Within a City; Hotel Organization; Organization of a Limited-Service Hotel; Organization of a Mid-Market Hotel; Organization of a Large Hotel; The Outlook for Employment

1-5. Front Office Operations

Rooms Functions; The Front Office; Front Office Organization; The Personality of the Front Office; Reservations; Front Office Statistics; Room Forecasts

1-6. Guest Services

Organizing Guest Services; Traits of an Efficient Service Staff; Trends in Guest Services

1-7. Housekeeping, Engineering, and Security

Housekeeping Organization; Housekeeping Procedures; The Engineering Department; The Security Department

1-8. Food and Beverage Operations

Functions of a Food and Beverage Service; Food and Beverage Organization; The Banquet/Catering Staff; Food and Beverage Cost Controls; Food and Beverage Cost Factors

1-9. Marketing and Sales

Hospitality Markets; Hospitality Distribution Channels; Marketing Organization; The Marketing and Sales Staff; Internal Selling

1-10. The Back Office

Back Office Functions; Income, Expenses, and Profits; Back Office Organization; Accounting Tools; Financial Reports and Forecasts; Automation in the Hospitality Industry

Tract 2. Front Office

FRONT OFFICE OPERATIONS AND ADMINISTRATION

2-1. The Hospitality Industry

Hospitality as an Industry; Industry Segments; Hotel Organization; The Role of the Front Office

2-2. Front Office Organization

The Front Office; The Reservations Department

2-3. Rooms, Bedding, and Rates

Room Types and Rates; Rate Categories; Rate Factors; Rate Classifications; Room Location

2-4. The Reservations Function

Reservation Systems; Cancellations; Group Reservations Key Concepts; Review Questions; Projects; 2-5. Managing Reservations; Documenting Reservations; Controlling Reservations; Volume Forecasts; Automated Reservation Systems

2-6. Check-In and Check-Out

The Importance of an Efficient Front Desk; Check-In Procedures; Check -Out Procedures

2-7. Statistics and Reports

The Importance of Reports; The Front Desk Log; Monitoring Room Status; Monitoring Account Balances; Monitoring Availability; Front Desk Statistics

2-8. Guest Relations

The Importance of Guest Relations First Impressions; Personal Appearance Communication; Handling Complaints; Effective Telephone Technique

Tract 3. Back Office

THE BUSINESS OF HOSPITALITY

3-1. Hospitality, Lodging, and the Business Office

Hospitality and Change; Lodging and Change; Management and Change; Automation and the Hotel; The Role of the Business Office; The Functions of the Business Office

3-2. The Hotel as a Business

Basics of the Hotel Business; Business Organization; Franchises; Management Contracts; Licenses and Permits; Business Insurance; The Importance of Location; Books and Records; Hotel Automation Systems

3-3. Organization of the Business Office

The Functions of the Business Office; Business Office Organization; Principles of Hotel Organization; Management by Committee; Chain Organization

3-4. Rooms Functions and Operations

Reservations; Guaranteeing Reservations; Cancellations; Group Reservations; Documenting Reservations; Automated Reservations Systems; Rate Categories; Room Functions

3-5. Basic Hotel Accounting

Basic Accounting Concepts; Revenues; Accounting Tools

3-6. Financial Reports

The Importance of Financial Reports; The Balance Sheet; Preparing a Balance Sheet; The Operating Statement; Managing Cash Flow

3-7. Financial Planning

Budgets; Forecasting Sales; Projecting Expenses; Departmental Budgets

3-8. Human Relations

The Importance of Human Relations; The Personnel Department; Employee Recruitment; Employment Regulations and Laws; Personnel Policies; The Importance of Ethics

Computer Exercises

VIRTUAL HOTEL

- Unit 1. Room Availability
- Unit 2. Booking Reservations
- Unit 3. Updating Reservations
- Unit 4. Group Reservations
- Unit 5. Property Information
- Unit 6. Rooming Guests
- Unit 7. Posting Charges and Credits
- Unit 8. Account Inquiries
- Unit 9. Check-Out
- Unit 10. Reports
- Cumulative Exercises I
- Cumulative Exercises II

Tract 4. Sales and Marketing

MARKETING HOSPITALITY

4-1. Understanding Hospitality Marketing

The Hotel as a Product; The Elements of Marketing; The Influence of Market Position; The Role of the Sales Department

4-2. Understanding Transactions

Transactions; Marketing Strategies; Sales Obstacles; Benefits; Phases of Behavioral Marketing; Organizational Buying Behavior

4-3. Understanding Client Behavior

The Buying Decision; Complex Buying Decisions; Low-Involvement Buying Decisions ; Repetitive Buying Decisions; Cultural Influences; Reference Groups; Product and Price

4-4. Understanding Pricing Strategies

Pricing and Costs; Pricing Influences; Group Pricing Strategies; The Marketing Challenge

4-5. Marketing Organization

Organizing for Marketing; The Marketing Department; Staff; The Front Office Sales Force; The External Marketing Force; Responsibility and Accountability

4-6. Market Research and Planning

Supply and Demand; Market Planning; Targeting the Market; The Marketing Budget

4-7. Marketing Communications

Media Analysis; Budgeting Media Expenditures; Public Relations; Press Releases

4-8. Marketing to Organizations

Marketing to the Convention Trade; Sales Categories; The Group Sales Process; Group Sales Allotments

4-9. Personal Selling

The Importance of Personal Selling Sales Preparation; Establishing Rapport; Determining Client Needs Overcoming Obstacles; Educating the Client; Closing Sales; Follow-Up

Tract 5. Food and Beverage

FOOD AND BEVERAGE OPERATIONS AND ADMINISTRATION

4-1. Introduction to the Hospitality Industry

The Hospitality Industry; The Market for Hospitality; Industry Segments; Property Types; Hotel Organization; The Role of the Food and Beverage Department

4-2. Food and Beverage Operations

The Origins of Food and Beverage Service; The Modern Food and Beverage Industry; The Recipe for Success; Restaurant Categories; Hotel Food and Beverage Service

4-3. Food and Beverage Organization

The Food and Beverage Department; The Food and Beverage Manager; Food and Beverage Facilities; The Storeroom; The Restaurant; The Lounge; Location

4-4. Food Production Methods

The Food Production Staff; The Food Production; The Executive Chef; The Assistant Chef; Chef de Partie; The Cooks; Other Members of the Kitchen Staff; Supportive Staff; Kitchen Design and Work Flow; Kitchen Sanitation

4-5. Food Service Methods

The Food Service Staff; The Food Service Manager; The Restaurant Manager; The Assistant Restaurant Manager; The Host or Hostess; The Food Servers; The Bus Attendants; Managing the Dining Room; Documenting Orders; Meal Service; Documenting Tips; Dining Room Policies

4-6. Beverage Service Methods

The Beverage Service Staff; The Beverage Service Manager; The Assistant Beverage Service Manager; The Banquet Service Manager; The Bartender; The Bar Attendant; Learning About Beverages; Cocktails; Wines; Beer and Ale; Lounge Control

4-7. Banquet Sales and Service

The Banquet Staff; The Banquet Manager; The Banquet Sales Manager; The Banquet Service Manager; Banquet Reservations; The Banquet Agreement; The Banquet Order Form; Banquet Coordination

4-8. Food and Beverage Accounting

Basic Accounting Tools; Guest Checks; Cash Receipts ; Sales Reports; Purchase Orders; Accounts Payable; Cost Reports; Forecasting Sales; Analyzing Expenses; Department Budgets

4-9. Food and Beverage Cost Controls

Food and Beverage Costs; Cost Control Methods; Purchasing Control; Yield Analysis; Market Reports; Inventory Control; Food and Beverage Cost Reconciliation; Ingredient Control; Recipe Control; Portion Control; Beverage Control Techniques; Dispensing Units; Beverage Control Systems

Computer Exercises

VIRTUAL FOOD & BEVERAGE

Point of Sale

Unit 1. Dining Room Point of Sale
Unit 2. Lounge Point of Sale
Unit 3. Room Service Point of Sale
Unit 4. Cashier Reports

Banquet Sales

Unit 5. Banquet Reservations

Cost Control

Unit 6. Market Reports
Unit 7. Food Cost Controls
Unit 8. Menu Pricing

Accounts Payable

Unit 9. Vendor Maintenance
Unit 10. Posting Accounts Payable

Reports

Unit 11. Sales and Cost Analysis

Cumulative Exercises