

RECM 0084 - HOSPITALITY: HOTEL AND LODGING OPERATIONS

Catalog Description

Hours: 54 lecture

Description: Overview of hotel and lodging operating systems, business practices and careers, to include: front office, housekeeping, property maintenance, food and beverage, human resources management, information systems and sales and marketing. (CSU)

Course Student Learning Outcomes

- CSLO #1: Evaluate various pricing strategies, such as the Hubbart formula and dynamic pricing models, and recommend the most appropriate pricing strategy to optimize room rates and revenue based on market conditions and operational costs.
- CSLO #2: Analyze the organizational structure of a full-service hotel and differentiate the roles and functions of its key departments (e.g., rooms division, front office, housekeeping) to assess operational effectiveness.
- CSLO #3: Develop a comprehensive marketing and sales strategy for a selected hotel property, with the goal of increasing service quality and revenue.

Effective Term

Fall 2025

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

1. Classify lodging facilities based on size, target markets, and level of service.
2. Identify and describe the various operational departments and staff within a full-service hotel.
3. Determine room rates based on different strategies such as the Hubbart formula.
4. Conduct a comparative market analysis and develop a plan for improving services and revenue at a selected property

General Education Information

- Approved College Associate Degree GE Applicability
 - AA/AS - Health Ed/Physical Ed

- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: Student will be given a prompt as if they were a general manager of a full service hotel and will have to give develop a plan for a visitng banquet for a 25 year college reunion at the hotel.
- Problem Solving Examinations
 - Example: Students will be given data on room rates in the surrounding area and past data on hotel room rates for years past and must determine room rates for a certain period.
- Projects
 - Example: Students will select a hotel property (either real or hypothetical) and develop a comprehensive operations improvement and revenue enhancement plan. The project will require students to apply their knowledge of hotel operations, sales and marketing strategies, front office accounting, and human resources management.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Professor will lead the class with a discussion the food an beverage department and the students will be asked questions on how to improve customer service while maintaining cost control.

Distance Learning

1. The professor will lead a lecture via LMS on the the different markets and the need for different levels of service. The students will be asked to come up with a plan to accomodate the market with new levels of service that are appropriate based on the potential growth.

Typical Out of Class Assignments

Reading Assignments

Students will be asked read from the text book and academic journals, periodicals on the hotels loding industry and current trends. Read from Foundations of Lodging Management textbook and identify the key principles of developing a maintenance department and outline the steps to implementation for a full service hotel.

Writing, Problem Solving or Performance

Student will be asked to come up with a daily plan for the housekeeping staff developing a inventory management solution to the pools extra towel usage.

Other (Term projects, research papers, portfolios, etc.)

Required Materials

- Foundations of lodging management
 - Author: Hayes
 - Publisher: Prentice Hall
 - Publication Date: 2011
 - Text Edition: 2nd
 - Classic Textbook?: No
 - OER Link:
 - OER:
- Hotel Operations Management
 - Author: Hayes
 - Publisher: Pearson
 - Publication Date: 2016
 - Text Edition: 3rd edition
 - Classic Textbook?: No
 - OER Link:
 - OER:
- 450 Things Every Hotel General Manager Should Know
 - Author: Marylouise Fitzgibbon
 - Publisher: Independently Published
 - Publication Date: 2021
 - Text Edition: 1st
 - Classic Textbook?: No
 - OER Link:
 - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.