

HTM 280 – Lodging Operations Management

Course Description

Presents a detailed study of lodging management and front-office management systems by detailing the flow of operational procedures for the total hotel organization. The student will examine the various elements of effective front-office management, paying particular attention to the planning and evaluation of front-office operations, human resources management, and guest services. Course content will include interdepartmental communications, computer applications, managerial reporting, and a review of the current and future trends in technology. The student will be able to interpret statistical analyses in areas of price structure, occupancy patterns, and income. These analyses will serve as the bases for improving decision making, and for policy and procedure implementation.

Instructional Materials

Vallen, J. J., & Vallen, G. K. (2013). *Check-in check-out: Managing hotel operations* (9th ed.). Upper Saddle River, NJ: Prentice Hall.

Course Learning Outcomes

1. Describe the characteristics of the hotel industry, ownership patterns, and market dynamics.
2. Develop an organizational chart detailing the relationship of hotel departments with the front-office and discuss responsibilities of each front-office position.
3. Develop a strategy to forecast and manage customer reservations and set room rates that ensure a hotel's profitability.
4. Explain the function and operation of the various systems and automation applications that support hotel operations, including the property management systems, communications, room locking systems and security, and reservation systems.
5. Design the guest services and processing of arrivals / rooming to improve the quality of hotel operations and enhance customer satisfaction.
6. Develop procedures for handling guest complaints.
7. Explain how to effectively manage the billing and guest folio process in a hotel.
8. Establish night audit procedures to effectively managing hotel operations.
9. Use technology and information resources to research issues in lodging operations management.
10. Write clearly and concisely about issues in lodging operations management using proper writing mechanics.