

LODGING MANAGEMENT

Academic Standards

Course Code: 5473

THERE'S NO DODGING THE LODGING! SO, CHECK-IN FOR A FIVE STAR EXPERIENCE! Lodging Management is the study of the lodging industry's history, growth, development and future direction. Students will learn what it takes to provide ideal guest experiences from a management perspective. The course covers front office procedures and interpersonal dynamics from reservations through night audit. Students are encouraged to participate in extended learning experiences such as career and technical student organizations (FCCLA and/or DECA) and other leadership or extracurricular organizations to enhance their learning experiences.

Carnegie Units: 1 unit
(R43-234--Schools may award one unit of credit for an academic standards-based course that requires a minimum of 120 hours of instruction.)

National Certification: TBD

Recommended grade: 10, 11, 12

Recommended Maximum Class Size: 24

Prerequisites: Introduction to Hospitality and Tourism Management

Textbooks: www.mysctextbooks.com

Employment Opportunities:

Secondary Education: steward, room service attendant, bell attendant, desk employee, bell captain, valet attendant, tour guide, resort scheduler, reservation and transportation ticket agents and travel clerks

Postsecondary Education: assistant housekeeping manager, assistant human resources director, employee relations manager, housekeeping manager, sales representative, social director, executive steward, resort supervisor, hospitality teacher, family and consumer sciences teacher

Postgraduate Education: corporate manager, director of sales and marketing, front office manager, general manager, human resources director, lodging manager, public relations director, hospitality professor

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PROGRAM LEARNING OUTCOMES: WORKPLACE READINESS SKILLS

PERSONAL QUALITIES AND PEOPLE SKILLS

1. **Positive Work Ethic:** Comes to work every day on time, is willing to take direction, and is motivated to accomplish the task at hand
2. **Integrity:** Abides by workplace policies and laws and demonstrates honesty and reliability
3. **Teamwork:** Contributes to the success of the team, assists others, and requests help when needed
4. **Self-Representation:** Dresses appropriately and uses language and manners suitable for the workplace
5. **Diversity Awareness:** Works well with all customers and coworkers
6. **Conflict Resolution:** Negotiates diplomatic solutions to interpersonal and workplace issues
7. **Creativity And Resourcefulness:** Contributes new ideas and works with initiative

PROFESSIONAL KNOWLEDGE AND SKILLS

8. **Speaking And Listening:** Follows directions and communicates effectively with customers and fellow employees
9. **Reading And Writing:** Reads and interprets workplace documents and writes clearly
10. **Critical Thinking And Problem Solving:** Analyzes and resolves problems that arise in completing assigned tasks
11. **Health And Safety:** Follows safety guidelines and manages personal health
12. **Organizations, Systems, and Climates:** Identifies "big picture" issues and his or her role in fulfilling the mission of the workplace
13. **Lifelong Learning:** Continually acquires new industry-related information and improves professional skills
14. **Job Acquisition And Advancement:** Prepares to apply for a job and to seek promotion
15. **Time, Task, And Resource Management:** Organizes and implements a productive plan of work
16. **Mathematics:** Uses mathematical reasoning to accomplish tasks
17. **Customer Service:** Identifies and addresses the needs of all customers, providing helpful, courteous, and knowledgeable service

TECHNOLOGY KNOWLEDGE AND SKILLS

18. **Job-Specific Technologies:** Selects and safely uses technological resources to accomplish work responsibilities in a productive manner
19. **Information Technology:** Uses computers, file management techniques, and software/programs effectively
20. **Internet Use And Security:** Uses the Internet appropriately for work
21. **Telecommunications:** Selects and uses appropriate devices, services, and applications

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A. ACADEMICS for ALIGNMENTS

B. HISTORY, ORGANIZATION, AND STRUCTURE

B1. Analyze the history, organization, and structure of the lodging industry.

1. Discuss history of the lodging industry.
2. Describe various lodging classifications and amenities offered.
3. Identify industry standards in relation to property ratings and service levels.
4. Examine ownership and management business structures in the lodging industry.
5. Examine the organizational structure and functions of each area within a lodging property.

C. GUEST SERVICES

C1. Evaluate best practices that promote guest satisfaction in the lodging industry.

1. Outline the stages in the guest cycle.
2. Define concepts and principles associated with exceptional customer service.
3. Analyze qualities and characteristics of an effective service professional.
4. Explore customer retention and recovery strategies in relation to a satisfactory/unsatisfactory experience.

D. FRONT OFFICE OPERATIONS

D1. Analyze the role of the front office division in the lodging industry.

1. Identify the positions and responsibilities within the front office division (e.g. valet, concierge, bellman, etc.).
2. Explain the main activities that occur in a front office (e.g., pre-arrival, arrival and departure of guests).
3. Compare the major sources of lodging reservations.
4. Justify the importance of communication between the front office and other departments in the lodging industry.
5. Describe the functions of the front desk audit.

E. HOUSEKEEPING OPERATIONS

E1. Analyze the role of the housekeeping division in the lodging industry.

1. Identify the positions and responsibilities within the housekeeping division (e.g. room attendant, house person, laundry attendant, executive housekeeper, etc.).
2. Identify cleaning and laundry procedures in the lodging industry.
3. Explain proper safety and sanitation procedures within the housekeeping division.
4. Outline lost and found procedures.
5. Differentiate among room status terms.
6. Identify proper inventory management controls.

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F. ACCOUNTING OPERATIONS

F1. Analyze accounting operations and performance measurements used in the lodging industry.

1. Identify the positions and responsibilities associated with accounting practices.
2. Calculate lodging performance measurements (e.g. Occupancy, ADR, RevPAR, Customer Service Scores).
3. Identify income and expense control systems in the lodging industry.
4. Analyze financial statements (e.g. income statement, balance sheet, statement of cash flows).

G. SAFETY AND SECURITY

G1. Assess common safety and security policies and procedures used in the lodging industry.

1. Examine the role of OSHA and DHEC regulations and standards.
2. Identify risk management policies, procedures, and practices to ensure efficiency, profitability, and success.
3. Apply safety policies and procedures for the lodging environment.
4. Identify effective protocols for emergency situations.

H. CAREERS IN LODGING MANAGEMENT

H1. Analyze career development and employability skills in the lodging industry.

1. Explore career opportunities available in the lodging industry.
2. Research educational requirements for various skills and managerial level positions in the lodging industry.
3. Apply employability skills to enhance career opportunities.