



Hospitality + Tourism Management Diploma Program

**Grande Prairie Regional College**

**HP 1230 - Accommodations Operations Management (3-0-1) – 60 Hours**

*Course Requirements*

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| <b>Instructor</b>         | Keith Johnson, B.Ed., M.Ed.   |
| <b>Contact</b>            | 780.539.2845 (office), 780.882.6269 (cell)<br>Room C219 (Concourse level)<br><a href="mailto:kjohnson@gprc.ab.ca">kjohnson@gprc.ab.ca</a>   |
| <b>Office Hours:</b>      | <i>I am always available by appointment or simply by stopping by for a coffee!</i><br><br>Monday: 9:30 AM – 1:00 PM<br>Wednesday: 9:30 AM – 1:00 PM<br><i>Other times available upon request.</i>   |
| <b>Required Text:</b>     | Valen, G. et al. <b><u>Check-in Check-out.</u></b> Published by Pearson – Prentice Hall Inc., Toronto, 2004.  |
| <b>Gently Used Texts:</b> | <i>This is a new program and as a result used texts are not available yet. You will be able to offer your purchase for sale next semester, however, during the used book sale. Please purchase the text today and bring it each day to class.</i> |

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| <b><i>Program Fit:</i></b> | Required course for all Hospitality and Tourism Management Program Diploma Candidates.<br><br>Business option (2 <sup>nd</sup> Year only) for all Business Administration Program Diploma Candidates. |
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All other programs – please consult your Chairperson for course program “fit” and/or eligibility for credit.

**Prerequisite:** None

**Course Description:** The focus of this course will be the lodging industry and typical hotel organizational structures. Hotel reservations and check-in procedures, general management, office management, human resources, and front office operations will be examined.

**University Transferability:** University of Calgary (pending). Please consult receiving institution as transferability varies.

|                           |                                   |     |
|---------------------------|-----------------------------------|-----|
| <b>Course Evaluation:</b> | Exams (4)                         | 20% |
|                           | Participation and professionalism | 10% |
|                           | Full Service Accommodation        |     |
|                           | Review and Critique               | 10% |
|                           | All Other Assignments             | 10% |
|                           | Accommodation Makeover Project    | 15% |
|                           | Reading and Text Questions        | 15% |
|                           | International Partnership         | 10% |
|                           | Accommodation Rating Systems      | 10% |

**NO LATE ASSIGNMENTS ARE ACCEPTED WITHOUT PRIOR CONSENT OF THE INSTRUCTOR!**

*Note: You cannot receive a passing grade in the course without ALL of the above being complete.*

*ALL ASSIGNMENTS SHOULD BE SUBMITTED IN A PROFESSIONAL FORMAT, WORD-PROCESSED AND WITH APPROPRIATE TITLE PAGES AND DOCUMENTATION. Other than in-class assignments, no handwritten documents will be accepted.*

### **Exams**

Four equally weighted exams will be given throughout the semester covering the theory-based content of the course, articles and materials discussed in class, as well as handouts. Contributions of merit, made by your peers, is also potential examination material.

### **Participation and Professionalism**

The term “professionalism” is used, often, flippantly in modern society. It does, however, have some essential elements that are critical to success as the world becomes more complex.

The *dictionary* defines “professional” as someone “who engages in a particular pursuit, study, or science for gain or livelihood.” Amateur is defined, generally, as someone “who engages in a particular pursuit, study, or science as a pastime rather than as a profession.”

"Professionals are those who can do their job when they don't feel like it. Amateurs are those who can't do their job when they do feel like it. "You have to perform at a consistently higher level than others. That's the mark of a true professional. Professionalism has nothing to do with getting paid for your services." *Author: Unknown*

*Joe Paterno*, American college football coach "Professionalism is admirable but, lest hubris set in, let's remember that Professionals built the Titanic, Amateurs built the Ark."

### ***Other Aspects of Professionalism (as experienced by the Instructor)***

Projecting a positive image, first impressions, little things that count, punctuality, visual cues, understanding behaviors, developing empathy, mutual respect, building relationships, networking, communicating professionally, written etiquette (letter, papers, e-mail, assignments etc.), verbal etiquette (phone, meetings, one-on-one etc.), the words you choose, how you verbalize the words you choose, selling ideas, selling yourself, gaining confidence. *And the list goes on.....*

### **Full Service Accommodation Review and Critique**

This element is designed to bring theory and practice together. You will be required to select a full service accommodation in Grande Prairie. This is an ongoing project with a number of milestones indicated in the Weekly Schedule. The final product will contain two crucial elements in order to be considered for grading: (1) a well-researched and presented paper/critique; (2) a well-executed class presentation.

### **All Other Assignments**

Tasks administered, discussed and submitted during a class period and additional requirements as they arise. Clearly, attendance is mandatory in order for these to be counted in the grading process. It is impossible to make these types of assignments up as interaction and in-class discussion are integral to their implementation and success. All “other” assignments, as distributed by instructor, will also fit in this category.

### **Accommodation Makeover Project**

This hands-on project requires you to work in teams as assigned by the instructor. Again, several milestone dates are included in the Weekly Schedule. The project requires and integration of both theory and practice related to a full service accommodation. Details

of each progress report will be distributed as the term progresses. This element will be graded externally (partially), by the client and by the instructor as well.

### **Reading and Text Questions**

Please read the text thoroughly before coming to class each week. Each class will begin with a random discussion of questions from the readings. You will be asked to present your responses and these will be submitted for marking on a credit/non-credit basis. Credit/non-credit is related to effort expended in completed the assignment. Noble efforts will receive full credit; poor effort will receive no credit. A list of the readings is attached. These are referred to as **QUESTIONS AND PROBLEMS** at the end of each chapter!

### **International Partnership**

Each semester I make a valiant effort to connect us with other parts of the Globe. This is an important part of this program as a means of growing and learning in a different manner. This partnership will require you to investigate and locate a school in Africa that we can then initiate a partnership with. Our goal will be the obvious one of connection, but also an opportunity for us to make a difference through connection and charity. Details will be distributed as the term progresses.

### **Accommodation Rating Systems**

An understanding of how accommodations are rated in Canada, on the continent and in the world is important as a graduate of this program. This assignment requires you to investigate and understand this important classification system. Details of this assignment will be distributed as the term progresses.

### **Course Caveat**

It is imperative to read all student related materials including, but not limited to, College Calendars, Handbooks, Mission, Values, Orientation materials, postings, e-mail etc. These documents are extremely important as the overall guiding principles of student life and acceptable behaviors and practice. Please ensure that you are made aware of all College-produced correspondence.

### **Waiver**

This course requires us to venture into some “tempting” arenas! Please be aware of the environment we are participating in. This will be discussed in great detail during class time.

**Course Format**

HP 1230 consists of weekly instruction (3 hours) and approximately one hour of experimental/field study time. Class time will involve lecture, group discussions, group work, debate, individual reflection, examinations, guest speakers, community involvement, field study and presentations.

**Statement of Plagiarism**

The instructor reserves the right to use electronic plagiarism detection services.

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Weekly Schedule  
January 2007 – April 2007

Readings and Discussion Material

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| <u>Week #</u> | <u>Date</u>             | <u>Topic</u>   | <u>Text</u> |
|---------------|-------------------------|--|-------------|
| 1             | January 4 - 5           | Historical Review  | 1           |
|               | <b>Assignments:</b>     | Questions and Problems<br>Partnership Part I<br>Other - TBA    |             |
| 2             | January 8 - 12          | Structure of the Industry                                      | 2           |
|               | <b>Assignments:</b>     | Questions and Problems<br>Makeover Part I<br>Other - TBA       |             |
| 3             | January 15 - 19         | Reservation Systems  | 3           |
|               | <b>Assignments:</b>     | Questions and Problems<br>Exam #1<br>Other - TBA               |             |
| 4             | January 22 - 26         | Individual and Group Reservations                              | 4           |
|               | <b>Assignments:</b>     | Questions and Problems<br>Rating Systems Part I<br>Other - TBA |             |
| 5             | January 29 – February 2 | Forecasting  | 5           |
|               | <b>Assignments:</b>     | Questions and Problems<br>Critique Part I<br>Other - TBA       |             |
| 6             | February 5 - 9          | Managing Guest Services  | 6           |
|               | <b>Assignments:</b>     | Questions and Problems<br>Exam #2<br>Partnerships Part II      |             |

| <u>Week #</u> | <u>Date</u>           | <u>Topic</u>  | <u>Text</u> |
|---------------|-----------------------|---|-------------|
| 7             | February 12 - 15      | Arrival and Check-In  | 7           |
|               | <b>Assignments:</b>   | Questions and Problems<br>Makeover Part II<br>Other – TBA               |             |
| 8             | February 19 - 23      | Reading Week  |             |
| 9             | February 26 – March 2 | Room Rates  | 8           |
|               | <b>Assignments:</b>   | Questions and Problems<br>Rating Systems Part II – Final<br>Other - TBA |             |
| 10            | March 5 - 9           | Billing the Folio   | 9           |
|               | <b>Assignments:</b>   | Questions and Problems<br>Exam #3<br>Critique Part II                   |             |
| 11            | March 12 - 16         | Cash Transactions   | 10          |
|               | <b>Assignments:</b>   | Questions and Problems<br>Makeover Part III<br>Other - TBA              |             |
| 12            | March 19 - 23         | Credit Issues   | 11          |
|               | <b>Assignments:</b>   | Questions and Problems<br>Partnerships Part III - Final<br>Other - TBA  |             |
| 13            | March 26 - 30         | Technology  | 12          |
|               | <b>Assignments:</b>   | Questions and Problems<br>Exam #4<br>Other - TBA                        |             |
| 14            | April 2 – 6           | Profitable Customer Strategies  | 13          |
|               | <b>Assignments:</b>   | Questions and Problems<br>Makeover Part IV - Final<br>Other - TBA       |             |

| <u><i>Week #</i></u> | <u><i>Date</i></u>  | <u><i>Topic</i></u>                                      | <u><i>Text</i></u> |
|----------------------|---------------------|--|--------------------|
| 15                   | April 9 - 13        | Course Wrap - Up   |                    |
|                      | <b>Assignments:</b> | Critique Part III – Final<br>Any other loose ends! - TBA |                    |