**Introduction to the Hospitality Management**

**TS1 (60 Hours)**

**Course Description:**

This course provides an introduction to the dimensions, scope and operations of the components of the Hospitality and Tourism industry. Topics include the organization and structure of lodging operation; the growth and development of food service operation; the transportation and distribution systems. The course stresses the concepts of Franchising and Management contracting in the changing world of Hospitality and Tourism industry. Actual industry examples and case studies are used extensively

**Learning Outcomes:**

At the end of the course, students will be able to:

* Define tourism and describe the economic impact of tourism
* Provide an introduction to the lodging and food service industry.
* Explain the complex interrelationships involved in the business and,
* Stress the variety of career opportunities available.
* Understand the various roles that a hospitality manager serves.
* Identify the reasons people study hospitality management—and list the advantages these academic programs offer.
* Identify the five criteria for classifying hotels, and name the types of hotels in each classification.
* Describe the principal customer types served by the hotel industry.

**Chapter One**

**Tourism**

**Learning Objectives:**

1. Define tourism.
2. Describe the economic impact of tourism.
3. Identify promoters of tourism.
4. Describe the main segments of tourism.
5. List reasons why people travel.
6. Describe the sociocultural impact of tourism.
7. Describe ecotourism.

**Content:**

* 1. Definition of tourism
  2. Main segment of tourism
  3. The economic impact of tourism
  4. Promoters of tourism
  5. Main segments of tourism
     1. Travel
     2. Lodging
     3. Food service
     4. Recreation
  6. Push/pull strategies
  7. Tourism in Lebanon
  8. Figures and statistics

**Chapter Two**

**Overview of the Hospitality Industry**

**Learning Objectives:**

1. Define the hospitality industry?
2. Describe the characteristics of the hospitality industry.
3. Discuss why service has become such an important facet of the hospitality industry.
4. Suggest ways to improve service.
5. Describe how hospitality evolved throughout times.

**Contents:**

* 1. What is the hospitality industry?
  2. Characteristics of the hospitality industry.
  3. Service philosophy is a way of life.
     1. The focus on service
     2. Success in service
     3. Ways to improve service
     4. Service and TQM
     5. Trends
  4. Hospitality through times.
     1. Ancient time
     2. Medieval time
     3. Eighteenth century
     4. Nineteenth century
     5. Twentieth century

**Chapter Three**

**Careers in Hospitality**

**Learning Objectives:**

1. Differentiate between career path and career ladder.
2. Identify some of the possible career paths available in the hospitality industry.
3. Establish career goals.
4. Identify where to start a career.
5. Discuss the advantages and disadvantages of hospitality careers.

**Contents:**

3.1 Why people want to study in a hospitality management program

3.2 Careers in the lodging industry

3.2.1 Entry- level positions

3.2.2 Skilled-level positions

3.2.3 Managerial-level positions

3.3 Career path versus career ladder

3.4 Careers in the food industry

3.5 Careers in various segments of hospitality

3.6 Career advantages

3.7 Career disadvantages

**Chapter Four**

**Staffing**

**Learning Objectives:**

1. Specify the determinants of hotel staffing.
2. Determine the classification methods.
3. Outline the different positions found in a large hotel.
4. Outline the different positions found in a large restaurant.

**Contents:**

* 1. Determinants of hotel staffing
  2. Staff organization in a large hotel
     1. Front office
     2. Housekeeping
     3. Food and beverage (service)
     4. Food and beverage (kitchen)
     5. Sales and marketing
     6. Accounting
     7. Engineering
     8. Human recourses
     9. Managerial positions
  3. Staff organization in a large food service operation.
     1. Entry and skilled level
     2. Supervisory and managerial level

**Chapter Five**

**The Management of Independently Owned and Operated Hotels & Restaurants**

**Learning Objectives:**

1. Explain the meaning of independent property.
2. Define an independent hotel and independent restaurant.
3. Illustrate the differences between independent versus chain affiliated properties in terms of:
4. The clientele
5. The management
6. The marketing
7. The financial management
8. The staffing

**Contents:**

* 1. The independent property
  2. Independent hotels
  3. Independent restaurants
  4. Independent versus chain affiliated properties
     1. The clientele
     2. The management
     3. The marketing
     4. The financial management
     5. The staffing

**Chapter Six**

**Franchising**

**Learning Objectives:**

1. Define franchising.
2. Describe the franchising agreement.
3. Discuss the benefits and drawbacks of franchising.
4. Explain the role of the franchisee and the franchisor in the relationship.

**Contents:**

6.1 Definition of franchising

6.2 The franchise agreement

6.3 Continuing franchise services

6.4 Benefits and drawbacks to the franchisor and the franchisee

6.5 The franchisor’s role in the relationship

6.6 The franchisee’s role in the relationship

**Chapter Seven**

**Management Contracts**

**Learning Objectives:**

1. Define management contracts as a distribution mean for chain operations.
2. Describing the length and fees of the contract.
3. Explain the advantages of hiring a management company.
4. Indentify the factors used when selecting a management company.

**Contents:**

* 1. Definition
  2. Length and fees
  3. Advantages of hiring a management company
  4. Selecting a management company

**Chapter Eight**

**Referral Associations**

**Learning Objectives:**

1. Define referral associations as a mean of competition recovery for independent properties.
2. Describing the length and fees of the contract.
3. Explain the advantages of affiliation with a referral group.
4. Indentify the factors used when selecting a referral association.

**Contents:**

8.1 Definition

* 1. Length and fees
  2. Advantages of affiliation
  3. Selecting a referral group
  4. How referral differs from franchising

**Chapter Nine**

**Hotel Classifications and Rating Services**

**Learning Objectives:**

1. Classify hotels by types, location, and price.
2. Explain the type and characteristics of each category.
3. Describing the international versus the local rating services of hotels.
4. Explain vertical integration in hotels

**Contents:**

9.1 Classifications of hotels

9.1.1 By types

9.1.2 By location

9.1.3 By price

9.2 Types and characteristics of lodging establishments

9.2.1 Commercial

9.2.2 Convention

9.2.3 Motor

9.2.4 Boutiques

9.2.5 Airport

9.2.6 Casino

9.2.7 All-suite

9.2.8 Residential

9.2.9 Motels

9.2.10 Resorts

9.2.11 Condominium

9.2.12 Time-share

9.2.13 Bed and breakfast

9.2.14 Institutional

9.3 Rating services (international and local)

9.4 Name some prestigious and unusual hotels around the world

9.5 Vertical integration in hotels

**Chapter Ten**

**Hotel Organization**

**Learning Objectives:**

1. Identify the major divisions in hotels.
2. Explain the difference between revenue centers and support centers in hotels.
3. Describe the functions of the front-of-the house versus back-of-the house.
4. Draw the organizational structures of large and small hotels.

**Contents:**

10.1 Hotel organization

10.2 Changes in hotel organization

10.3 Departmental division in hotels

10.4 Revenue centers versus support centers

10.5 Front-of-the house versus back-of-the house

10.6 Organizational structures in hotels

10.6.1 Organizational structure of a small hotel

10.6.2 Organizational structure of a large hotel

**Chapter Eleven**

**Rooms’ Division**

**Learning Objectives:**

1. Outline the duties and responsibilities of the rooms’ division director.
2. Describe the main functions of the room’s division departments.
3. Draw an organizational chart of the rooms’ division of a hotel.
4. Identify the executive committee members of the rooms’ division.
5. Illustrate the importance of security department in hotels.
6. Describe the functions of the communication department.

**Contents:**

11.1 The rooms’ division director

11.2 The rooms’ division departments

11.3 Front office

11.4 Reservation

11.5 Uniformed service

11.6 Housekeeping and laundry

11.7 Security and loss prevention

11.8 Communications

**Chapter Twelve**

**Food and Beverage Department**

**Learning Objectives:**

1. Describe the evolving role of the food and beverage division in hotels.
2. Describe the duties and responsibilities of a food and beverage director.
3. Identify the different components of the food and beverage department of a large hotel.
4. State the main considerations when selecting food and beverage outlets in a hotel.
5. Draw the organizational chart of a food and beverage department in large hotels.
6. Identify the support and control services for the food and beverage department.
7. Discuss the most common problems in food and beverage operations.

**Contents:**

12.1 Introduction to the evolving role of the food and beverage department in hotels

12.2 Food and beverage management

12.3 Department’s components

12.3.1 Kitchen

12.3.2 Hotel restaurants

12.3.3 Banquets

12.3.4 Leased restaurants

12.3.5 Bars

12.3.6 Room service/In-room dining

12.3.7 Stewarding

12.4 Selecting food and beverage outlets

12.5 Organization of the food and beverage department

12.6 Support and control services

12.7 Problems in food and beverage operations

**Chapter Thirteen**

**Restaurant Classifications**

**Learning Objectives:**

1. Explain how the word restaurant covers a broad range of food service operations.
2. Identify the various methods of classifications for restaurants.
3. Distinguish restaurants as a part of a larger business
4. Illustrating the case of fast food operations as being the largest segment in the restaurant business.

**Contents:**

13.1 Classifications of restaurants

13.1.1 Fine dining or full service restaurants

13.1.2 Ethnic restaurants

13.1.3 Theme restaurants

13.1.4 Casual restaurants

13.1.5 Family restaurants

13.1.6 Smorgasbords

13.1.7 Coffee shops

13.1.8 Celebrity restaurants

13.1.9 Fast food/ quick-service restaurants

13.2 Restaurants as a part of a larger business

13.2.1 Restaurants in retail stores and shopping malls

13.2.2 Restaurants at truck stores

13.3 Fast food

13.3.1 What is the secret behind US-style fast food?

13.3.2 McDonald’s: A case study in success

**Chapter Fourteen**

**Institutional and On-Site Food Service**

**Learning Objectives:**

1. Define the segment of institutional and on-site food service.
2. Distinguish among the various kinds of institutional food service operations.
3. Identify the various food service operations in recreations’ sectors.

**Contents:**

14.1 Self-operated or managed-service companies

14.1.1 Self-operated facilities

14.1.2 Managed-services companies

14.2 Business and industry food service

14.3 College and university food service

14.3.1 College students as customers

14.4 Health care food service

14.5 School food service

14.6 Recreation and private clubs

14.7 Transportation

14.8 Vending

**Chapter Fifteen**

**Support Departments**

**Learning Objectives:**

1. Identify the support departments in a large hotel.
2. Explain the main functions of the sales and marketing department.
3. Describe the various activities of the human resources department.
4. State the role and responsibilities of the accounting department.
5. Explain the importance and the responsibilities of the engineering and maintenance department.
6. Illustrate the role of the fitness and recreation facilities in hotels.
7. Describe the functions of concessions, commissions, and rental in hotels.

**Contents:**

15.1 Support departments

15.2 Sales and marketing

15.2.1 Marketing

15.2.2 Main functions

15.2.3 Sales

15.2.4 Sales promotions

15.3 Human resources

15.3.1 The mission of the human resources division

15.4 Accounting

15.4.1 The responsibilities of the accounting division

15.4.2 Who uses financial information?

15.5 Engineering

15.6 Fitness and recreation facilities

15.7 Concessions, commissions, and rental

**Recommended Textbook & References:**

1. Introduction to the Management of Lodging Operations. Second Edition.

Sharafeddine, Daouk, Hammoud. “ISBN” 866121129-8

1. Introduction to Hospitality. Fourth Edition.

John R. Walker. “ISBN” 0-13-119101-2