

MODULE TOU3040: HOTEL/MOTEL OPERATIONS

Level: Advanced

Theme: Accommodation

Prerequisite: None

Module Description: Students demonstrate correct check-in and check-out procedures, research the organization of a large hotel, analyze hotel marketing strategies, and present a marketing plan for a hotel department.

Module Parameters: No specialized equipment or facilities.

Note: It is recommended that the student have access to instruction from an individual with formal, specialized training and/or experience in one or more tourism sectors.

Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> describe the organization of a major hotel and the role of key employees demonstrate correct check-in and check-out procedures commonly performed by front desk staff identify the variety of amenities and services that hotels offer to attract guests/clients describe a variety of functions handled by a hotel sales department, and develop a marketing plan for a hotel department 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a written, oral and/or visual presentation of knowledge of hotel/motel organization and operation including different types of accommodation, major departments in a major hotel and the role and duties of key employees <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU3040-1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> an analysis of a hotel/motel regarding its front desk procedures <p><i>Assessment Tool</i> <i>Problem Solving, TOU3040-2</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p>	<p>20</p> <p>20</p>

MODULE TOU3040: HOTEL/MOTEL OPERATIONS (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • identify employment and business opportunities in hotel/motel operations • demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a problem-solving task in which the student investigates and presents the variety of functions performed by a sales department of a hotel or motel • a problem-solving task in which the student investigates the amenities and services offered by a hotel or motel and uses these to prepare and present a marketing plan. <p><i>Assessment Tool</i> <i>Problem Solving, TOU3040–2</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> • the completion of a career/business opportunity report in which the student discusses, from a personal perspective, various employment and business opportunities in the accommodation sector. <p><i>Assessment Tool</i> <i>Research Process: Career/Business Opportunities, TOU3040–3</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> • observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>10</p> <p>30</p> <p>20</p> <p>Integrated throughout</p>

MODULE TOU3040: HOTEL/MOTEL OPERATIONS (continued)

Concept	Specific Learner Expectations	Notes
Introduction to Accommodation	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe the differences between various types of accommodation including: <ul style="list-style-type: none"> – hotel – motor inn – motel – resort – guest house – bed and breakfast – hostel – campground • list the major departments in a large hotel and describe their functions • describe the role and work activities of employees including: <ul style="list-style-type: none"> – valet – bell captain – front office – housekeeping – engineering – security – switchboard – night auditor – general manager • describe important factors that influence a quality guest experience • explain the various ratings or classification systems used in accommodation promotions. 	

MODULE TOU3040: HOTEL/MOTEL OPERATIONS (continued)

Concept	Specific Learner Expectations	Notes
<p>Front Desk Operations</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • distinguish between the different types of rooms in a hotel/motel • explain the criteria for room rate structure • explain meal plan categories • explain how reservations are received and processed • define the term <i>voucher</i>, and explain the purpose of a voucher • complete reservation, confirmation and registration forms • explain basic security procedures for handling guest valuables, keys, telephone calls, etc. • complete folios and calculate guest bills • describe methods of payment and processing procedures • complete guest check-out forms. 	
<p>Hotel Amenities and Services</p>	<ul style="list-style-type: none"> • list a variety of amenities and services that hotels offer and match these services to visitor needs and wants • analyze hotel selection guides or directories to identify hotel classification, room type, price, meal plan, amenities and services • name the employees who are most responsible for providing these services • describe specific situations or activities that are intended to create a difference for the hotel visitor. 	

MODULE TOU3040: HOTEL/MOTEL OPERATIONS (continued)

Concept	Specific Learner Expectations	Notes
Sales and Marketing Department	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe the role and work activities of employees in the sales department • list a variety of clients and functions handled by the sales department • describe the administrative activities designed to control costs in hotel departments • describe and compare marketing strategies used by hotels to attract clients/visitors • create a marketing plan for a hotel department including: <ul style="list-style-type: none"> – market research methods – target group description – objectives – description of marketing activities – sample advertising and promotion items – evaluation techniques. 	
Employment and Business Opportunities	<ul style="list-style-type: none"> • research different types of hotels/motels and discuss their similarities and differences • research and analyze marketing strategies used in the accommodations sector • research, provide information and explain employment and business opportunities in the accommodations sector • identify and discuss trends and issues in the hotel/motel industry. 	