

ITEM		
1. Title of subject	The Lodging & Food Service Industry	
2. Subject code	100	
3. Status of subject	Core	
4. Stage	Diploma	
5. Credit Hour	5.71 hours	
6. Pre-Requisite	NIL	
7. Assessment	100% Final Examination	
8. Semester	Semester 1	
9. Objective of subject	To provide an introduction to the lodging and food service industry, to explain the complex interrelationships involved in the business and to stress the variety of career opportunities available.	
10. Synopsis of subject	This subject focuses on the international nature of the lodging and food service industry as well as the travel and tourism industry of which the hospitality industry is a part. There is also an introduction to the organisation and structure of lodging operations with a chapter each devoted to the major divisions in a property.	
11. Details of subject	Contents	Hours
Week 1	Topic: Chapter 1 – THE TRAVEL & TOURISM INDUSTRY IN PERSPECTIVE	4

	<p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Identify the general categories of the travel and tourism industry. • Explain the internal factors that motivate people to travel • Identify the pull factors that influence travel decisions • Identify requirements imposed by tourists on prospective destinations. <p>Activity: NIL</p> <p>Further reading for this lesson: Travel and Tourism research – http : www.ttra.com</p>	
<p>Week 2</p>	<p>Topic: Chapter 1 – THE TRAVEL & TOURISM INDUSTRY IN PERSPECTIVE</p> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Describe economic and other factors that affect international & national tourism. • Identify top tourism spenders and earners. • Describe environmental tourism and its importance. <p>Activity: NIL</p> <p>Further reading for this lesson: Ecotourism “Green” Hotels Association http: www.greenhotels.com</p> <p>The International Ecotourism Society http: www.ecotourism.org</p>	<p>4</p>
<p>Week 3</p>	<p>Topic: Chapter 2 – CAREER OPPORTUNITIES</p>	<p>4</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Identify different positions in hospitality businesses and describe the kind of experience, training, and education generally required for these positions. • Describe the advantages and disadvantages typically associated with beginning a career in hospitality with a large or small operation. • Describe the diversity of career opportunities available in food service. • Describe the nature of hospitality and how it affects the careers available in the hospitality industry. <p>Activity: NIL</p> <p>Further reading for this lesson: Club Managers Association of America - http: www.cmaa.org University Internship Services – http: www.internsearch.com</p>	
<p>Week 4</p>	<p>Topic: Chapter 3 – THE EARLY HISTORY OF LODGING IN EUROPE AND AMERICA</p> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Trace the origins of the European lodging industry, and describe the role of the grand tour. • Characterise the transit, vacation, and grand hotel types which were produced in the first move toward “market segmentation” in Europe. • Outline the history of U.S. hotels from the colonial period to the early 1960s, and identify developments that significantly affected the lodging industry. <p>Activity: NIL</p> <p>Further reading for this lesson: Lodging Hospitality – http: www.Lhonline.com Ritz-Carlton – http : www.ritzcarlton.com</p>	<p>4</p>
<p>Week 5</p>	<p>Topic: Chapter 3 – THE EARLY HISTORY OF LODGING IN EUROPE AND AMERICA</p>	<p>4</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Identify characteristics that distinguish independent hotels from chain-affiliated hotels. • Identify four basic types of resorts. • Cite reasons for the growth of international resorts. <p>Activity: NIL</p> <p>Further reading for this lesson: Travelocity –http : www.travelocity.com Resorts online – http : www.resortsonline.com</p>	
<p>Week 6</p>	<p>Topic: Chapter 4 – THE GLOBALIZATION OF THE LODGING INDUSTRY</p> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Describe and distinguish between franchise agreements and management contracts. • Explain how condominium and time-share operations differ from traditional hotel operations. • Classify the brands of major hotel chain according to industry segmentation categories. • Describe the major technological advances that have significantly affected the lodging industry. <p>Activity: NIL</p> <p>Further reading for this lesson: Sheraton Corporation – http: www.starwoodhotels.com Smith Travel Research – http : www.smithtravelresearch.com</p>	<p>4</p>
<p>Week 7</p>	<p>Topic: Chapter 4 – THE GLOBALIZATION OF THE LODGING INDUSTRY</p>	<p>4</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Describe gaming’s effect on the hospitality industry. • Identify economic factors and trends and significant events that have affected the growth of the hotel industry over the last two decades. • Describe the course globalisation has taken in the hotel industry and identify major trends affecting international hotel companies. • Describe the lodging industry as it exists in various locations around the world. <p>Activity: NIL</p> <p>Further reading for this lesson: Marriot vacation Club International http: www.marriot.com/vacationclub Timesharing Today – http: www.timesharing-today.com</p>	
<p>Week 8</p>	<p>Topic: Chapter 5 – THE ORGANIZATION AND STRUCTURE OF LODGING OPERATIONS.</p> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Identify American hotel classifications and the primary market segments they attract. • Describe European hotel market segments and hotel types. • Describe the typical organisation of an American hotel. <p>Activity: Progress Test 1</p> <p>Further reading for this lesson: Intercontinental Hotels and Resorts – http: www.ichotelsgroup.com Hyatt Corporation – http: www.hyatt.com</p>	<p>4</p>
<p>Week 9</p>	<p>Topic: Chapter 5 – THE ORGANIZATION AND STRUCTURE OF LODGING OPERATIONS</p>	<p>4</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Explain the primary responsibilities of the major divisions and departments within a hotel. • Explain the importance of co-operation among hotel divisions and departments in relation to guests, suppliers, and the community. <p>Activity: NIL</p> <p>Further reading for this lesson: Caesars Entertainment – http: www.caesars.com Trump Marina, Hotel, Casino – http: www.trumpmarina.com</p>	
<p>Week 10</p>	<p>Topic: Chapter 6 – THE ROOM DIVISION</p> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to:</p> <ul style="list-style-type: none"> • Describe the primary responsibilities of the front office department. • Summarize the functions of the rooming section of the front office department. • Describe the cashiering functions performed by the front office department and explain the function of a night audit. • Summarize the functions of the mail and information section of the front office department. <p>Activity: NIL</p> <p>Further reading for this lesson: CLS Software – http: www.hospitalitynet.org Micros Systems, Inc – http: www.micros.com</p>	<p>4</p>
<p>Week 11</p>	<p>Topic: Chapter 6 – THE ROOM DIVISION</p>	<p>4</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Describe the primary responsibilities of the reservations department and identify the different types of reservations. • Describe the responsibilities of the telecommunications department. • Summarize the functions of the uniformed service department. • Describe the primary responsibilities of the housekeeping department. <p>Activity: NIL</p> <p>Further reading for this lesson: InfoGenesis – http : www.infogenesis.com RSI International – http: www.rsiintl.com</p>	
<p>Week 12</p>	<p>Topic: Chapter 7 – THE GROWTH AND DEVELOPMENT OF FOOD SERVICE</p> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Describe the early development of food service in Europe and the United States. • Distinguish a la carte menus from table d’hote menus used by early European food service establishments. • Describe the development of modern food service operations in Europe and the United States. • Trace the development of franchising in the food service industry and identify characteristics of successful franchise operations. • Identify the role of management companies in various segments of the food service industry <p>Activity: NIL</p> <p>Further reading for this lesson: International Franchise Association – http: www.franchise.org Burger King Brands, Inc – http: www.bk.com</p>	<p>4</p>

<p>Week 13</p>	<p>Topic: Chapter 8 – THE ORGANIZATION AND STRUCTURE OF THE FOOD SERVICE INDUSTRY</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Differentiate commercial from institutional and military food service operations. • Identify food service operations within major market classifications. • Identify the functions of the five primary departments of a large hotel food and beverage division. • Contrast the organisational structures of large and small restaurants. <hr/> <p>Activity: NIL</p> <hr/> <p>Further reading for this lesson: Society for Food Service Management – http: www.sfm-online.org School Nutrition Association – http: www.asfsa.org</p>	<p>4</p>
<p>Week 14</p>	<p>Topic: Chapter 9 – THE MANAGEMENT & OPERATION OF FOOD SERVICES</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Describe the key elements of success in food service operations. • Identify critical features of a food service operation that involve the menu planning control point. • Identify critical features of a food service operation that involve the purchasing, receiving, storing, and issuing control points. • Describe operational procedures of a well-run beverage department. <hr/> <p>Activity: Progress Test 2</p> <hr/> <p>Further reading for this lesson: Dietary Managers Association – http: www.dmaonline.org</p>	<p>4</p>

<p>Week 15</p>	<p>Topic: Chapter 10 – THE ENGINEERING & MAINTENANCE DIVISION</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Describe the general role of the engineering and maintenance division in hospitality operations. • Identify engineering's responsibilities in relation to electrical, plumbing, HVAC, refrigeration, and life safety systems. • Explain the role of the engineering and maintenance division in relation to preventive maintenance programs and renovation projects. • Explain the role of the engineering and maintenance division in relation to water management. <hr/> <p>Activity: NIL</p> <hr/> <p>Further reading for this lesson: Hospitality financial and Technology Professional http: www.hftp.org</p>	<p>4</p>
<p>Week 16</p>	<p>Topic: Chapter 11 – THE MARKETING AND SALES DIVISION</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Define the terms marketing, market, market segment, market mix, and marketing strategy. • Explain the function and identify the components of a feasibility study. • Identify the responsibilities of positions within a marketing and sales division. • Describe the business of selling hospitality products and services, and differentiate between internal selling and personal selling. • Identify the advantages and disadvantages of major advertising media used by hospitality companies. <hr/> <p>Activity: NIL</p>	<p>4</p>
<p>The Lodging and Food Service Industry</p>		<p>9</p>

	<p>Further reading for this lesson: Successful meetings – http: www.successmtgs.com M & C Online – http: www.meetings-convention.com</p>	
Week 17	<p>Topic: Chapter 12 – THE ACCOUNTING DIVISION</p> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Identify who manage the accounting system and distinguish internal users from external users of information provided by the accounting division. • Apply generally accepted accounting principles to hospitality situations. • Explain the purpose of the following accounting tools: operating budgets, income statements, balance sheets, and ratio analysis procedures. • Identify the nature and typical responsibilities of a purchasing department. <p>Activity: Progress Test 3</p> <p>Further reading for this lesson: Hospitality Financial & Technology Professionals http: www.hftp.org</p>	4
Week 18	<p>Topic: Chapter 13 – THE HUMAN RESOURCES DIVISION</p> <p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Describe the mission of the human resources division and how the division contributes to management functions within a hospitality organisation. • Describe the human resources division’s responsibilities in relation to wage, salary, and benefits administration. • Identify components of a well-designed orientation program for newly hired employees. • Describe the human resources division’s responsibilities in relation to training and career development programs. • Explain the role of the human resources division in employee relations, employee relocation, discipline, and termination processes. 	4

	<p>Activity: NIL</p>					
	<p>Further reading for this lesson: OSHA Regulations – http: www.osha.gov Sexual Harassment Issues & Policy http: www.eeoc.gov/types/sexual_harrassment</p>					
Week 19	<p>Topic: Chapter 14 – THE SECURITY DIVISION</p>	4				
	<p>Learning Outcomes:</p> <p>After completing this unit, students will be able to :</p> <ul style="list-style-type: none"> • Identify the responsibilities of a security manager and the components of an effective security system. • Describe external and internal components of physical security at hospitality operations. • Identify special security responsibilities of major divisions within a hotel. • Explain the use of such administrative controls as inventory, key, and other control measures. 					
	<p>Activity: Progress Test 4</p>					
	<p>Further reading for this lesson: Hospitality Information Technology Association http: www.hitaworld.org</p>					
Week 20	<p>Topic: REVISION</p>	4				
	<p>Learning Outcomes:</p> <ul style="list-style-type: none"> • After completing this unit, students will be able to review all lessons covered during the semester 					
	<p>Activity: Trial Examination</p>					
	<p>Total</p>	80				
12. Text	<table border="1"> <tr> <td>Compulsory</td> <td>Gerald W. Lattin, <i>The Lodging & Food Service Industry</i>, 5th Edition, Educational Institute of the American Hotel and Lodging Association.</td> </tr> <tr> <td>Reference</td> <td>NIL</td> </tr> </table>	Compulsory	Gerald W. Lattin, <i>The Lodging & Food Service Industry</i> , 5 th Edition, Educational Institute of the American Hotel and Lodging Association.	Reference	NIL	
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