Course Approval Form   
Cover Sheet

Trades & Professional Services



#### SCHOOL

Tourism & Hospitality

#### DEPARTMENT

HS266, International Hotels: Development & Management

#### COURSE ALPHA, NUMBER, TITLE

Eric Chong, CHA, CHE, CRDE

#### AUTHOR

October 8, 2015

#### DATE SUBMITTED

Check the action to be taken and have the indicated people sign.

Course Adoption - all signatories

Course Substantive Revision - all signatories except President

Non-Substantive Revision – all signatories except President and LOC Chair

##### APPROVED BY NAME APPROVED DISAPPROVED DATE ACTION\*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **DEPARTMENT CHAIR** | **Norman Aguilar** |  |  | **10/8/15** | NC |
| **REGISTRAR** | **Patrick L. Clymer** | AY 2016-2017  4/28/2016 |  |  |  |
| **DEAN** | **Virginia C. Tudela, Ph.D.** |  |  |  |  |
| **LEARNING OUTCOMES COMMITTEE CHAIR** | **Rose Marie Nanpei** |  |  |  |  |
| **VP, ACADEMIC AFFAIRS** | **R. Ray D. Somera, Ph.D.** |  |  |  |  |
| **PRESIDENT** | **Mary A. Y. Okada, Ed.D.** |  |  |  |  |

\* Indicate if the document had no corrections (NC), was approved with minor corrections (WC), or was disapproved and returned back to author (BTA).

This version of the cover sheet facilitates the eventual transition to an all-online curricula approval process.

Date of template revision: **May 2015COURSE APPROVAL FORM**

###### **FOR ADOPTION, SUBSTANTIVE REVISION AND NON-SUBSTANTIVE REVISION**

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I. TYPE OF ACTION

Check the type of action that applies. If previous Course Guide exists, please attach.

A.  Adoption

B.  Substantive Revision (attach electronic copy of current Course Guide)

The numbers listed next to the changes below may or may not require a response and they have been identified as those questions most likely needing to be addressed. The entire Course Guide should be reviewed for applicability.

Change in number of credit hours: II, IVD, VII, VIII, IX, X, XI, XII

Change in prerequisite(s) other than prerequisite(s) offered within your department: II, IVD, VII, VIII, IX, X, XI, XII

Substantive change in course content: II, IVD, VII, VIII, IX, X, XI, XII

Identify specific changes not listed above:

C.Non-Substantive Revision (attach electronic copy of current Course Guide and complete items II through XII)

Please check the appropriate box:

Change in course alpha, number, or title.

NEW: ALPHA       NUMBER      TITLE

Wording change in the catalog course description that does not significantly change the course content (attach old and new wording).

Addition or revision of Student Learning Outcomes (SLOs) that does not significantly change the course content (attach old and new SLOs).

Change in the course outline that does not significantly change the course content (attach old and new course outlines).

Change in course prerequisites where both course and prerequisite are offered within your Department (attach old and new prerequisites).

Change in maximum number of students allowed in class setting.

Change in lab fees.

Change in textbook.

Other:

II. INTRODUCTION

The course is connected to the following program(s):

**Associate of Science in International Hotel Management**

Please check appropriate box:

1. This is a CTE course and is aligned with **Hospitality & Tourism** Career Cluster and **Lodging** Career Pathway.

(See <http://www.careertech.org/career-clusters/glance/clusters-occupations.html> for more information)

1. This course is part of General Education.
2. Course Description & Student Learning Outcomes

This course description will appear in the College Catalog followed by the Student Learning Outcomes-Course Level.

Course Description:

**This course prepares students for leadership roles in tomorrow’s worldwide lodging industry. Future international hotel managers will need a fuller understanding and deeper appreciation of management and marketing applications within a globalized context.**

If the description above is a revision, attach a copy of the current catalog page(s) to be revised.

Catalog Year:  Page Numbers:

Student Learning Outcomes – Course level (List 3-5)

Upon successful completion of this course, students will be able to:

1. **Describe the phases of hotel development and the criteria for selecting a location for an international hotel.**
2. **Explain the qualities required for a manager in an international hotel and the importance of understanding cultural diversity.**
3. **Cite the future growth of international hotels in the era of globalization.**

These SLOs can be measured and learning is demonstrated.

These SLOs are aligned to States’ Career Cluster Initiatives (SCCI) ([www.careertech.org/](http://www.careertech.org/)) standards.

IV. RATIONALE FOR PROPOSAL

If this course is connected to a program, answer A, D and E. If this course is not connected to a program, answer A-D.

A. Reason this proposal should be adopted in light of the College's mission statement and educational goals

**Tourism is Guam’s number one industry. This course supports GCC's Mission Statement by providing the highest quality student-centered education and job training for Micronesia.**

1. An assessment of industry or community need

C. Conformity of this course to legal and other external requirements. Include articulation agreements, Guam State CTE requirements, accrediting agency standards, State Board regulations, professional certification or licensing requirements if applicable

D. Results of course and course guide evaluation.

**Since this is a new course, there is no evaluation.**

1. Program requirements (associate degree, certificate, diploma) served by this course

**Associate of Science in International Hotel Management**

V. RESOURCE REQUIREMENTS AND COSTS (pending availability of funds)

A. Resources (materials, media, and equipment) and costs

**Laptop, multimedia projector, speakers, and hospitality training DVDs.**

B. Personnel requirements (administrative, instructional and support staff) and costs

**This course is taught by full-time faculty or adjunct of the Tourism & Hospitality Department. Regular salary scales will apply. Full-time faculty is encouraged to attain the Certified Hospitality Educator’s (CHE) designation to enhance student-learning outcomes. Office support normally provided to faculty will be sufficient.**

C. Facility requirements and costs

**Existing classroom with seating capacity for 20 students will be sufficient.**

D. Funding source(s)

**Local funding and revenue from tuition.**

1. Impact, financial or otherwise, this course may have on the School/College
2. **There is minimal impact financially on the College.**
3. With the proposed revisions to this course, is the change meeting the program requirements for Title IV Federal Student Aid requirements as designated in Curriculum Manual page 30.

Yes **X** No Comments:

VI. IMPLEMENTATION SCHEDULE

1. Implementation date: **Fall 2016**

\* Document must be approved by the second week of March to be effective for the following fall semester OR the second week of October to be effective for the following spring semester.

1. Course Offering: **Spring or as needed**

VII. COURSE DESCRIPTION

A. Course

Alpha: **HS**

Number: **266**

B. Course Title(s)

Long Title: **International Hotels: Development and Management**

Abbreviated Title (30 characters maximum): **International Hotels**

1. Contact Hours and Number of Students

Maximum Number of Students: **20**

Schedule Type:

Clinical:

Clinical Practicum:

Co-op:

Hybrid/Lecture & Online:

Lab:

Lecture: **45**

Lecture/Lab:

Online:

Instructional Methods:

Distance Learning:

Mediated:

Non-Traditional:

Online:

Service Learning:

Traditional: **X**

Total Hours: **45**

D. Number/Type of Credits

Carnegie Units:  per semester

Credits: **3** per semester

E. Prerequisite(s) **HS150**

F. Co-requisites(s)

G. Articulation

Secondary Programs/Courses **(see DCAPS)**

University of Guam

Others

H. Target Population

**Students interested in a career in hotel management.**

1. Cost to Students (specify any fees)

**Tuition, fees and books.**

VIII. COURSE DESIGN (instructional method e.g. distance learning, mediated, non-traditional, online, traditional)

**This course introduces students to the development and management of international hotels. The methods of instruction include lectures, videos, field trips, guest speakers, cooperative learning activities, group projects, Internet research, group discussions, Service-Learning projects, and role play exercises**

IX. COURSE OUTLINE

1. **Globalization, Tourism and Lodging Sector**
2. **The Emergence of International Hotels**
3. **Political Aspects of the Tourism Industry**
4. **Financing Hotels**
5. **The Decision to go Global**
6. **Developing an International Hotel Project**
7. **International Hotel Contracts and Agreements**
8. **Understanding Cultural Diversity**
9. **Selection and Preparation of International Hotel Executives**
10. **International Human Resources Management (IHRM)**
11. **Special Considerations in Managing International Hotel Operations**
12. **International Hotel Classification and Standards**
13. **International Hotel Sales and Marketing**
14. **Global Competition and the Future**

X. student LEARNING OUTCOMES - Detailed (based on Course Outline)

Upon successful completion of this course, students will be able to:

1. **Globalization, Tourism and Lodging Sector**
   1. **Summarize the factors that have contributed to globalization and a global economy, define the term *transnational* as applied to a hotel company, and cite competitive advantages of transnational hotels.**
   2. **Describe the international lodging industry, explain its global distribution and structure, and summarize global hotel performance**
   3. **Identify types of hotel products, discuss types of hotel guests, and summarize some of the challenges faced by the global lodging industry.**
2. **The Emergence of International Hotels**
   1. **Outline the factors affecting international hotel expansion into European, North American, Middle Eastern, and Asia-Pacific markets.**
   2. **Identify six international hotel chains that began in the United States, and describe the innovations they introduced.**
   3. **Describe the effects of mergers and acquisitions, consolidation, and strategic alliances on the international lodging industry.**
3. **Political Aspects of the Tourism Industry**
   1. **Identify and describe various barriers to travel, including both those affecting travelers and those affecting businesses dealing with travelers, and list typical governmental hotel regulations.**
   2. **Explain why government support of tourism is critical to the success of the industry, outline the different types of support governments typically offer, and describe the role and common tasks of national tourism organizations.**
   3. **Identify several types of political risk and approaches to risk assessment, as well as measures that can be taken to reduce risk.**
4. **Financing Hotels**
   1. **Describe issues surrounding the financial structuring for hotel development.**
   2. **Identify several current funding sources and explain the various issues, interests, and concerns of these sources.**
   3. **Identify various types of government investment incentives and provide examples of each type, and discuss the issue of excessive government bureaucracy.**
5. **The Decision to go Global**
   1. **Explain the phrase, “think globally, act locally,” as applied to international hotel operations, and discuss the “glocalization” of international brands.**
   2. **Identify three growth strategies for expansion-minded chains, list advantages of and motives for international expansion, and identify target regions for international expansion.**
   3. **Describe affiliation options available to hotel companies, and explain affiliation considerations, including the costs of choosing the wrong affiliation.**
6. **Developing an International Hotel Project**
   1. **Identify the roles and responsibilities of the development team and explain why local representation and expertise is often critically important**.
   2. **Describe the five phases of hotel development, and list the four-step process used to determine where to develop an international hotel.**
   3. **Define and describe the many design considerations that must be dealt with when developing an international hotel, and outline the potential problems associated with building a hotel in a cross-cultural environment.**
7. **International Hotel Contracts and Agreements**
   1. **List several criteria to use when evaluating a management company or franchise affiliation.**
   2. **Identify and describe a management contract’s likely provisions with regard to contract length, renewal options, and termination.**
   3. **Define franchising and state the advantages, disadvantages, and contents of typical agreements.**
8. **Understanding Cultural Diversity**
   1. **Contrast the positive effects of cultural diversity in the workplace with the negative effects, and identify important considerations in managing diversity.**
   2. **Explain why it is important for hoteliers to follow business protocol and give examples of protocol differences in regard to greetings, gift-giving, business cards, names and titles, and dining concerns.**
   3. **Identify notable differences in cultural perspectives about management in regard to job importance, leadership, and power perception.**
9. **Selection and Preparation of International Hotel Executive,** 
   1. **Explain how hotel companies decide which positions should be filled with expatriates versus those which are to be filled with foreign nationals.**
   2. **Describe how managers are selected for expatriate positions and what roles they are expected to play.**
   3. **Identify ways to prepare for such challenges as health considerations, departure preparation, culture shock, and excessive acculturation.**
10. **International Human Resources Management (IHRM)**
    1. **Define international human resource management and describe IHRM’s three main activities.**
    2. **Explain the purpose of different types of new employee orientation programs in different countries.**
    3. **Discuss the importance of training and the requirements for a successful training program abroad.**
11. **Special Considerations in Managing International Hotel Operations**
    1. **Identify and give examples of seven broad management functions common to international hotel managers.**
    2. **Summarize the cultural factors affecting the communication process in an international hotel, and suggest ways of improving such communication.**
    3. **Describe what international hotel managers need to know with regard to legal issues and innkeepers’ liability, and discuss efforts to establish international hotel regulations, international environmental regulations, and voluntary guidelines.**
12. **International Hotel Classification and Standards**
    1. **Identify five important purposes of hotel classification and distinguish between registration, classification, and grading.**
    2. **Identify and describe several problems and issues surrounding the development of an international classification scheme.**
    3. **Identify and briefly describe several classification systems in use today.**
13. **International Hotel Sales and Marketing**
    1. **Discuss the issues hotels face when developing an international marketing strategy.**
    2. **Summarize the importance and process of hotel segmentation, and explain the popularity of hotel branding, noting examples of hotel brands and situations in which branding may not work.**
    3. **Differentiate between personal selling in international hotels and domestic hotels, and identify three types of international sales opportunities**.
14. **Global Competition and the Future**
    1. **Identify, define, and explain factors and developments that are likely to affect the nature and pace of globalization in the travel, tourism, and lodging industry in the years to come.**

XI. MEANS OF ASSESSMENT AND CRITERIA FOR SUCCESS

**Students are to score 70% or better in textbook chapter quizzes and exam and faculty-developed assignments, skills tests, and projects. Students who score 70% or better in the EI exam will be awarded with an American Hotel & Lodging Educational Institute course certificate.**

XII. TEXTBOOK REFERENCE, EQUIPMENT AND SUPPLIES

A. Required Textbook(s)

**Gee, Chuck, International Hotels Development and Management (Second or latest edition), American Hotel & Lodging Educational Institute,**

ISBN#

**978-0-86612-329-7**

B. Reference(s) and Bibliography

**Reynolds, Sue & Chase, Dorothy. *Hospitality Services – Food, Lodging, Travel*, *Tourism, Recreation,* Goodheart-Willcox Company, Tinley Park, IL, 2014 or latest edition**

C. Equipment/Facilities

**Existing classroom facilities and equipment will suffice**

D. Instructional Supplies

**Training DVDs, resource textbooks.**

Learning Resource Center (Library)

E. Has the Advisory Committee reviewed and concurred with the materials, content, and assessment used for this course?

Yes

No

Comments: **Hotel Advisory Committee on Sep 17, 2015**