GCC
GUAM COMMUNITY COLLEGE
Kulehon Kumunidåt Guåhan

COURSE APPROVAL FORM
COVER SHEET

Trades & Professional Services
SCHOOL

Tourism & Hospitality
DEPARTMENT

HS211, Managing Front Office Operations
COURSE ALPHA, NUMBER, TITLE

Eric Chong, CHA, CHE, CRDE
AUTHOR

10/9/15
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	☒	☐	10/12/15	WC
REGISTRAR	Patrick L. Clymer				
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.	☐	☐		

ACALOG CATALOG MANAGEMENT

APPROVED

AY Catalog   AY 2016-2017

Date Approved   4/13/2016

* 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 2015**

HS211_ISR_2016-04-13

COURSE APPROVAL FORM
FOR ADOPTION, SUBSTANTIVE REVISION AND NON-SUBSTANTIVE REVISION

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:
Revision of course title from "Front Office Procedures" to "Managing Front Office Operations"

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:

A. ☒ 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)

B. ☐ This course is part of General Education.

III. COURSE DESCRIPTION & STUDENT LEARNING OUTCOMES

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

Course Description:

Managing Front Office Operations provides an in-depth look at management of the front office and how this department interacts with other hotel departments to create a memorable guest experience. This course presents a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and account settlement. It also examines the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations and to human resources management.

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

Catalog Year: **2012**   Page Numbers: **185**

STUDENT LEARNING OUTCOMES – COURSE LEVEL (LIST 3-5)

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

1. **Describe the importance of operating an efficient front office in view of overall hotel performance.**
2. **Apply various front office skills in the four stages of the guest cycle.**
3. **Demonstrate knowledge of front office terminology and guest relations strategies when presented with various work situations.**

☒ These SLOs can be measured and learning is demonstrated.

☒ These SLOs are aligned to States' Career Cluster Initiatives (SCCI) (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

As Guam continues to expand its visitor arrivals, there is a growing need for quality customer service. This program supports the College's mission: "GCC is a leader in career technical workforce development providing the highest quality student-centered education and job training for Micronesia."

B. 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.
Feedback from the TracDat Summary Use of Results, hotel advisory committee, students and faculty members was obtained when the course was reviewed.

E.   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 applicable hospitality training DVDs. Exam sheets are available for course certification under the American Hotel and Lodging Association.

B.   Personnel requirements (administrative, instructional and support staff) and costs
Full-time or adjunct faculty assigned to the Tourism & Hospitality Department teach this course. Regular salary scales will apply. Faculty are encouraged to earn 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.

E.   Impact, financial or otherwise, this course may have on the School/College
There is minimal impact financially on the College.

F.   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

A.   Implementation date: **Spring 2016**
    * Document must be approved by the <u>second week of March</u> to be effective for the following fall semester OR the <u>second week of October</u> to be effective for the following spring semester.

B.   Course Offering: **Spring or Fall, as needed**

VII. COURSE DESCRIPTION

A.   Course
Alpha: **HS**
Number: **211**

B.   Course Title(s)
Long Title: **Managing Front Office Operations**
Abbreviated Title (30 characters maximum): **Front Office Operations**

C.   Contact Hours and Number of Students
Maximum Number of Students: **20 (classroom size limits to 20 only)**
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.
I.   Cost to Students (specify any fees)
      Text book, tuition and fees.

VIII. COURSE DESIGN (INSTRUCTIONAL METHOD E.G. DISTANCE LEARNING, MEDIATED, NON-TRADITIONAL, ONLINE, TRADITIONAL)

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

1.0 THE LODGING INDUSTRY

2.0 HOTEL ORGANIZATION

3.0 FRONT OFFICE OPERATIONS

4.0 RESERVATIONS

5.0 REGISTRATION

6.0 COMMUNICATIONS AND GUEST SERVICES

7.0 SECURITY AND THE LODGING INDUSTRY

8.0 FRONT OFFICE ACCOUNTING

9.0 CHECK-OUT AND ACCOUNT SETTLEMENT

10.0 THE ROLE OF HOUSEKEEPING IN HOSPITALTIY OPERATIONS

11.0 THE FRONT OFFICE AUDIT

12.0 PLANNING AND EVALUATING OPERATIONS

13.0 REVENUE MANAGEMENT

14.0 MANAGING HUMAN RESOURCES

X.   STUDENT LEARNING OUTCOMES - DETAILED (based on Course Outline)

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

1. **The Lodging Industry**
   1.I   Explain how the travel and tourism industry can be categorized, and classify hotels in terms of their size and target markets.
   1.2   Classify hotels in terms of their levels of service, and ownership and affiliation.
   1.3   Describe characteristics of business, pleasure/leisure, group, and international travelers.
   1.4   Identify factors that influence travelers' buying decisions.
   1.5   Describe how hotels can become more ecologically responsible and the incentives they have to do so.

2. **Hotel Organization**
   2.1   Explain what a mission is, and describe how goals, strategies, and tactics are used to accomplish a hotel's mission.
   2.2   Describe how hotels are organized and explain how functional areas within hotels are classified.
   2.3   Describe the functions performed by departments and positions within the rooms division.

3. **Front Office Operations**
   3.1   Summarize front office operations during the four stages of the guest cycle.
   3.2   Explain the evolution of front office recordkeeping systems and describe front office documents.
   3.3   Describe the front desk and its support devices, and describe the services and equipment of a hotel's telecommunications area.
   3.4   Identify and describe property management systems used by the front office.

4. **Reservations**
   4.1   Discuss the sales dimension of the reservations process, outline the different types of reservations, and describe reservation inquiries and their distribution channels.
   4.2   Describe the process of taking group reservations and discuss group reservation issues.
   4.3   Identify the tools managers use to track and control reservations availability, and discuss the reservation record.

5. **Registration**
   5.1   List the seven steps of the registration process, explain the function of preregistration, and   identify preregistration activities.
   5.2   Describe the function of registration records and registration cards, and identify factors that affect room and rate assignments during the registration process.
   5.3   Outline procedures for establishing the guest's method of payment at registration.
   5.4   Explain the importance of verifying the guest's identity, outline proper procedures for issuing guestroom keys to guests, and describe the front desk agent's role in addressing special requests from guests during registration.

5.5   Discuss creative registration options, describe techniques used to upsell guests during registration, and explain how to handle situations in which guests cannot be accommodated by the hotel.

6. Communications and Guest Service
6.1   Describe front office procedures for communicating with guests, and describe communications between the front office and other hotel areas.
6.2   Identify typical service requests that guests make at the front desk, and describe general approaches to handling guest complaints.

7. Security and the Lodging Industry
7.1   Explain important issues in developing and managing a security program.
7.2   Describe the role that managers play in a property's security program.
7.3   Explain the importance of setting up a security program, including security staffing and having a liaison with local law enforcement.
7.4   Identify the elements of security training that are critical to an effective security program.
7.5   List and describe the legal concepts and societal concerns related to security issues.

8. Front Office Accounting
8.1   Summarize front office accounting fundamentals, including issues surrounding accounts, folios, vouchers, points of sale, and ledgers.
8.2   Describe the process of creating and maintaining front office accounts.
8.3   Describe typical procedures for processing and tracking common front office accounting transactions.
8.4   Describe internal control procedures for front office operations and explain typical settlement procedures.

9. Check-Out and Account Settlement
9.1   Identify functions and procedures related to the check-out and settlement process, including departure procedures and methods of settlement.
9.2   Describe express check-out and self check-out procedures.
9.3   Explain how hotels handle unpaid account balances, summarize account collection procedures, describe how managers use guest history files, and outline how the front office staff can support the hotel's marketing program through the check-out process.

10. The Role of Housekeeping in Hospitality Operations
10.1   Describe the role of the housekeeping department in communicating room status.
10.2   Explain the relationship between the housekeeping and maintenance departments and identify typical cleaning responsibilities of the housekeeping department.
10.3   Explain how executive housekeepers use such tools as area inventory lists, frequency schedules, performance standards, and productivity standards to plan the work of the housekeeping department.
10.4   Distinguish between recycled and non-recycled inventories.
10.5   Summarize the issues involved in a dilemma facing many hotels: whether to cut back or eliminate housekeeping supervisors.

11. The Front Office Audit
11.1   Identify the functions of the front office audit.
11.2   Identify the steps in the front office audit process.

    11.3   **Explain the function of a system update and describe centralized front office audits.**

12. **Planning and Evaluating Operations**
    12.1   **Describe the management process in terms of the functions front office managers perform to achieve organizational objectives.**
    12.2   **Explain how managers establish room rates, and identify special room rate categories.**
    12.3   **Apply the ratios and formulas managers use to forecast room availability.**

13. **Revenue Management**
    13.1   **Explain the concept of revenue management, and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.**
    13.2   **Discuss common formulas managers use to measure and manage revenue.**
    13.3   **Explain how front office managers forecast rooms revenue and estimate expenses when budgeting for operations.**
    13.4   **Describe how managers use various reports and ratios to evaluate front office operations.**
    13.5   **Explain what front office managers can do to plan for disasters.**

14. **Managing Human Resources**
    14.1   **Describe the advantages and disadvantages of internal and external recruiting methods.**
    14.2   **Summarize the selection process, including how managers use selection tools, evaluate applicants, and interview applicants.**
    14.3   **Identify the steps in effective hiring and orientation.**
    14.4   **Explain the four-step training method.**
    14.5   **Identify techniques that front office managers can use to schedule and motivate staff members.**

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)
    Kasavana, M., Brooks, R. Managing Front Office Operations, Eight edition or latest edition. American Hotel and Lodging Association- Educational Institute. Lansing Michigan.
    ISBN# 978-0-86612-338-9

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 and 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: **GHRA Hotel Advisory Committee meeting, September 17, 2015.**