

Lodging II

Lodging II is a one-credit course. The prerequisite for this course is Lodging I. Lodging II focuses on the application of basic principles of the hotel and lodging industry. Students develop skills in various functional areas of hotel operation, including front desk operations, guest registration, housekeeping, convention sales, food and beverage services, and guest services.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Management, Leadership, and Human Resources

Students will:

1. Explain the importance of management and leadership in the hotel and lodging industry.
 - Describing different management and leadership styles
 - Identifying the role of the hotel general manager and hotel owners
2. Compare management functions of hotels related to different types of ownership, including franchised, independent, and chain-affiliated properties.
3. Describe national standards and certification and licensing procedures related to the hotel and lodging industry.
4. Demonstrate skills necessary in the hospitality industry to communicate with guests, clients, and vendors.
 - Examples: writing business letters, making presentations, speaking, listening
5. Analyze ways technology impacts and is used in the management and operation of the lodging industry.
6. Compare the annual operating budget for a small hotel property to a large convention hotel.

Managing Guest and Public Relations

7. Determine public relation skills required for the hotel and lodging industry, including responding to customer needs, preferences, and interests and resolving customer complaints.
8. Critique the role of public relations in the lodging industry.
 - Example: increased profitability

Marketing, Sales, and Promotions

9. Explain how marketing and promotions affect the hotel and lodging industry.

10. Compare advertising mediums and public relations strategies used in the lodging industry, including print, broadcast, and electronic advertising.
11. Analyze strategies for making sales in the hotel and lodging industry.

Housekeeping Management

12. Determine management responsibilities for the housekeeping department, including inventory control, staffing, and scheduling.

Front Desk Management

13. Analyze management responsibilities for the front desk, including designing a guest registration system, tracking guest accounts, creating work schedules, and applying time management techniques.

Group Events Management

14. Explain the importance of management responsibilities for group events, including banquets, conventions, and exhibits.

Finance Function

15. Summarize fiscal management procedures related to the hotel and lodging industry, including creating budget reports, forecasting room availability, compiling an annual budget, and calculating quarterly profit and loss statements.

Franchising

16. Evaluate lodging franchise operations for profitability in the marketplace, including licensing procedures.

Legal and Social Environment of Business

17. Determine legal responsibilities and liability issues of the hotel and lodging industry.
Examples: permits, insurance, tax, contractual agreements
18. Interpret laws applicable to the safety and protection of employees in the hotel and lodging industry.
Examples: wage and hour, hiring, labor, workers compensation, Civil Rights Act, public health, Occupational Safety and Health Administration (OSHA)