

# Enquire Teaching Timetable

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## Course Outcome

### HTMG 3010 - Management of Lodging Facilities

#### Learning Outcome

- Identify the general manager's major responsibilities in managing a hotel and understand the relationships among different department of a lodging property.
- Understand the fundamental processes of front office management.
- Examine the role of security department in protecting the assets of a hotel and safety of guests.
- Understand the basics of revenue management (a method for profitably managing hotel capacity), including forecasting demand, setting overbooking level, and using linear programming approach to optimized hotel revenue.
- Be aware of the information systems for hotel management and gain hands-in experience on popular hotel systems offered at the training center.

#### Course Syllabus

- to provide students with the skills and knowledge necessary to successfully operate a full-service hotel.
- to provide students with the fundamental "hows" and "whys" of management in the lodging industry.
  - to cover all key departments in a lodging property so that students will have a better understanding of how different departments fit together and contribute to its success.
  - to promote critical thinking among students by exposing them to theories, research based materials, actual case studies pertaining to hotel management.
  - to train students on acquiring the essential skills and knowledge of managing the front office and the various management systems for the successful operation of the property.

#### Assessment Type

	Assessment Type	Current Percent
1	Others	40
2	Selected response test or exam	60

#### Feedback for Evaluation

Class evaluation will be conducted at the end of the course

#### Required Readings

Hotel Management & Operations, Fifth Edition, Michael J. O'fallon/ Denny G. Rutherford

#### Recommended Readings

- 1.Kimes, Sheryl E. 1989. "The basic of yield management," Cornell Hotel and Restaurant Administration Quarterly, 30(3): 14-19
- 2.Kimes, Sheryl E. and Richard B. Chase. 1998. "The strategic levers of yield management, " Journal of Service Research, 1(2): 14-19
- 3.Lawrence R Weatherford, Sheryl E Kimes, Darren A Scott. 2001. " Forecasting for hotel revenue management: Testing aggregation against disaggregation," Cornell Hotel and Restaurant Administration Quarterly, 42(4): 53-64
- 4.Eric B Orkin. 1998. " Wishful thinking and rocket science: The essential matter of calculating unconstrained demand of revenue management," Cornell Hotel and Restaurant Administration Quarterly, 39(4): 15-19
- 5."Hotel technology 101: An Introduction to Hotel Systems" by American Hotel & Lodging Association's Technology Committee
- 6.Carroll, William and Judy Siguaw. 2003. "Evolution in electronic distribution: effects on hotels and intermediaries," Center for Hospitality Research Report, 3(5).
- 7.Shellum, Steve. "Safe, not sorry." Hotel Asia Pacific. From the worldwide web: [www.hotelasiapacific.com](http://www.hotelasiapacific.com), 22-28.