HOS 251
Tourism, Hotel and Casino Management
3-3-0

COURSE DESCRIPTION:
This course is designed to provide students with an overview of the concepts and practices in the hotel and casino management industry. The student will be exposed to the overall nature and dimensions of front office management, housekeeping management, revenue management, sales, marketing, and business operations in a hotel and casino. Innovation and sustainability trends will be discussed along with hotel and casino management best practices. The culminating course project allows students to plan and design a revenue management and sales strategy in collaboration with a full service hotel.

REQUISITES:
Previous Course Requirements
None

Previous or Concurrent Course Requirements
None

COURSE COMMENT(S):
None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Define segments of the hotel industry.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Course Project
2. Identify the basic procedures in operating room reservation systems, basic in-house accounting procedures, night audits, and credit card procedures.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Course Project
3. Apply basic procedures and requirements for staffing front office, food and beverage, and housekeeping departments.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Course Project

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Describe revenue management and its connection to average daily rate ADR, STAR Report, and revenue per average room RevPAR.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Course Project
5. Demonstrate sales and marketing strategies.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Course Project
6. Integrate specific aspects of the hospitality management as they relate to the gaming industry.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Course Project
7. Critique the economic and social impact of the gaming industry.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Course Project
8. Summarize the business operations of the casino industry.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Course Project
9. Explain how innovation and sustainability are impacting hotel and casino business development.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Course Project

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

Sequence of Topics:
1. Introduction to the hotel industry.
2. The structure of the hotel industry.
3. Guest service and staffing in the hotel industry.
4. Managing hotel operations.
5. The front office department.
6. The sales and marketing department.
7. The housekeeping department.
8. The engineering and maintenance department.
9. Food and beverage operations.
10. Hotel accounting and business development.

11. Safety and security.
12. The front office management simulation (FOMS).
13. Survey of casinos and gaming.
14. The organization of casinos.
15. Casino management social, political, and legal environments.
16. Product, games, and statistics.
17. Pricing and revenue control.

Learning Materials:

Hashimoto, K. *Casino Management 1st ed.* Upper Saddle River, NJ: Pearson Prentice Hall. (2008)

Hayes, D, Miller, A, and Ninemeier, J. *Foundations of Lodging Management 2nd ed.* Upper Saddle River, NJ: Pearson Prentice Hall. (2012)

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:
Prepared by: Debra Hunt   Date: 3/2005
Revised by: Debra Hunt   Date: 3/2009
Revised by: Debra Hunt and James Lynch   Date: 2/20/2013
VPAA/Provost or designee Compliance Verification:
                Victoria L. Bastecki-Perez, Ed.D.   Date: 6/4/2013

Revised by: Debra Hunt   Date: 9/23/2015
VPAA/Provost or designee Compliance Verification:
                Dr. Victoria Bastecki-Perez, Ed.D.   Date: 12/22/2015

Revised by: Shawn Murray   Date: 12/8/2018
VPAA/Provost or designee Compliance Verification: Date: 2/25/2019

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.