COCONINO COMMUNITY COLLEGE
COURSE OUTLINE

Prepared by: Daniel Bingham   Date: April 22, 1996
Status: Permanent

A. <u>Identification</u>:
  1. Subject Area: Hotel/Restaurant Management
  2. Course Number: HRM 210
  3. Course Title: GUEST SERVICE MANAGEMENT
  4. Credit Hrs: 3
  5. Catalog Description:
      Overview of the hotel industry, front office management, guest expectations, reservations,
      uniformed services, and guest accounting. Also emphasizes the importance of communication
      and the key role the front office plays within the framework of the entire hotel. Three lecture.

B. <u>Course Goals:</u>
    The student will have a strong working knowledge of front office operations that will facilitate success in
    the hospitality industry.

C. <u>Course Outcomes:</u>
    Students will:
  1. identify methods for obtaining maximum profits
  2. analyze current industry trends
  3. forecast reservations
  4. process reservations
  5. perform registration and assignment of guest rooms
  6. identify and utilize upselling techniques
  7. synthesize the room divisions and contributions to overall profitability
  8. define room rack
  9. perform guest accounting
  10. perform credit procedures
  11. identify and perform night audit procedures

D. <u>Course Content:</u>
    Will include:
  1. The traditional hotel industry
  2. The modern hotel industry
  3. The structure of the hotel industry
  4. Interpreting reservation data
  5. Individual and group reservations
  6. Forecasting availability and overbooking
  7. Managing guest services
  8. The Guest Arrival Process
  9. Factors in room rate
  10. Billing the guest ledger
  11. Cash transactions
  12. Credit and the City Ledger
  13. The Night Audit
  14. Property management systems