

HCTM-122: PRINCIPLES OF HOTEL ADMINISTRATION

Effective Term

Fall 2026

CC Approval

10/03/2025

AS Approval

10/09/2025

BOT Approval

10/16/2025

COCI Approval

02/15/2026

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Hotel and Motel Services (Any Degree and Professional Experience)	

Subject Code

HCTM - Hospitality, Culinary and Tourism Management

Course Number

122

Department

Hospitality, Culinary and Tourism Management

Division

Career Education and Workforce Development (CEWD)

Full Course Title

Principles of Hotel Administration

Short Title

Principles of Hotel Admin

CB03 TOP Code

1307.00 - *Hospitality

CIP Code

15.0904

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

Rationale

The proposed changes to the SLO's will reflect an updated and more accurate assessment of the class and student's learning outcomes.

SECTION B - Course Description

Catalog Course Description

Principles of Hotel Administration will provide a history and structure of the lodging industry. Students will be introduced to the fundamentals of managing and effectively supervising lodging and hotel operations.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites

SECTION D - Course Standards

Is this course variable unit?

No

Units

3

Lecture Hours

54

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval

Is this course offered through Distance Education?

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent
Online with Proctored Exams	Permanent

SECTION E - Course Content

Student Learning Outcomes

Upon satisfactory completion of the course, students will be able to:	
1.	Understand the characteristics of the lodging industry.
2.	Demonstrated understanding of front office operations, human resources, hotel budgeting, hotel marketing and sales, and general management duties in a hotel operation.
3.	Demonstrate the ability to collaborate with department managers in the lodging industry.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Recognize the history and structure of the lodging industry.
2.	Describe the different characteristics of the lodging industry.
3.	Identify the skills required for a general manager and demonstrate behaviors consistent with a successful manager.
4.	Discuss front office operations including the front desk, reservations, housekeeping, communication, and concierge.
5.	Differentiate traditional and contemporary approaches for hotel human resources practices.
6.	Review legal aspects of human resources.
7.	Review the significant roles of a human resources department: recruitment, selection, orientation, training, performance evaluation, compensation, and related programs.
8.	Explore the budgeting process, including long-range budgets, annual budgets, and monthly budgets. Explain how to develop and maintain internal control systems.
9.	Identify the roles of internal audits and external audits.
10.	Learn the important roles and functions of a hotel revenue manager.
11.	Understand the importance of accurate forecasting when managing occupancy and Average Daily Rate (ADR). Describe the basic purpose of yield management strategies.
12.	Define marketing and sales and distinguish activities between marketing and sales efforts.
13.	Describe the key features and functions of the hotel's property management system (PMS).
14.	Explore the basics of food and beverage operations from the perspective of the general manager by discussing similarities and differences between hotel and restaurant food services.
15.	Discuss the important roles of a chief engineer and maintenance assistant in managing an effective Engineering & Maintenance (E&M) department.
16.	Explain how to design, implement, and monitor a security program.
17.	Discuss the importance of communication in the successful operation of a hotel functioning in the global economy.

Course Content

1. History of the Lodging Industry
 - a. The history and structure of the lodging industry.
 - b. Different characteristics of the lodging industry.
 - c. General manager skill sets.
2. Front Office Operations
 - a. Front desk, reservations, and housekeeping.
 - b. Communication and concierge.
3. Human Resources
 - a. Approaches for hotel human resources practices.
 - b. Review legal aspects of human resources.
 - c. Human resources department: recruitment, selection, orientation, training, performance evaluation, compensation, and related programs.
4. Hotel Budgeting
 - a. Long-range budgets, annual budgets, monthly budgets and internal control systems.
 - b. The roles of internal audits and external audits.
 - c. The roles and functions of a hotel revenue manager. Managing occupancy and Average Daily Rate (ADR) and the basic purpose of yield management strategies.
5. Hotel Marketing & Sales
 - a. Hotel marketing and sales.
 - b. The key features and functions of the hotel's property management system (PMS).
6. General Management Duties

- a. The basics of food and beverage operations from the perspective of the general manager.
- b. The roles of a chief engineer and maintenance assistant in managing an effective engineering and maintenance (E&M) department.
- c. The design, implementation, and monitoring of a security program.
- d. The importance of communication in the successful operation of a hotel functioning in the global economy.

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Discussion	Students will participate in class wide Discussion Boards, that will analyze the viability of various lodging enterprise nationally and internationally.
Group Work	Students will be participate in a group project that enables them to operate a virtual Hotel in a Simulation Project.
Activity	Students will read about various lodging establishments and will then answer questions on their understanding of the material.

Online Adaptation

Types	Examples of learning activities
Other	Knowledge Matters ProSim: Students will use an online simulation program to replicate the computer systems used at hotels for reservations, facilities mapping and the cyclical scheduling that occurs in lodging operations.
Activity	Students will have an assignment, that will require them to analyze the personnel needs for a resort, based on seasonal needs at a certain time, to then create a schedule based on these needs.
Discussion	Students will engage with each other in Discussion Board assignments, based on articles and reports of diversity, in the hotel industry.

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations
 Video or Teleconferencing

Student-Initiated Online Contact Types

Discussions

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Exams/Tests	The midterm and final exam tests will be in the form of objective, true/false, multiple choice, and short-essay questions. For example, survey a local hotel front desk manager and write a 2–3-page paper on "How to Handle a Difficult Customer." For example, dine at a local restaurant in a hotel and write a 1–2-page paper on the level of customer service you received while dining.
Projects	Hotel Management Simulation Project.
Homework	Completion of all assigned homework and chapter tests, including material covered in lectures, and guest speakers.

Assignments

Reading Assignments

Selected readings from the textbook, periodicals, library collections, trade publications, trade associations, and handouts furnished by guest lecturers.

For example, read Chapter 1 on "How to Answer the Telephone Politely" and be ready to discuss in class.

For example, read Chapter 2 on "How to Handle a Difficult Customer" and be ready to discuss in class.

Writing Assignments

Written assignments will be required.

For example, write a one-page paper on "How to Set Up the Conference Room" for a corporate meeting.

For example, write a one-page paper on "Managing Human Resources."

Outside-of-Class Assignments

Visits to hotels and other lodging facilities will be required.

For example, visit several hotels in the Napa Valley and prepare a business plan on "Operating a New Hotel in the Wine Country."

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

Hayes & Ninemeier

Title

Hotel Operations Management

Edition/Version

3rd

Publisher

Prentice Hal

Year

2017

SECTION G - Diversity, Equity and Inclusivity

How does your course and/or course outline of record reflect strategies for accommodating and engaging diverse student populations, advancing equitable outcomes, and fostering inclusion for all students?

This course supports diversity, equity, and inclusion by examining hotel operations through the lens of varied cultural, social, and economic contexts. Students analyze hospitality management practices across international and domestic settings, with assignments and simulations that explore inclusive leadership, diverse guest services, and equitable workplace practices. Topics such as human resources, legal aspects, and communication are explored with an emphasis on fair hiring, training, and employee support across diverse populations. Instructional methods include group projects, discussions, and real-world hotel case studies that foster respectful dialogue and collaborative problem-solving among students from all backgrounds.

Course Codes (Admin Only)

CB00 State ID

CCC000502870

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No