

HCTM-200: INTRODUCTION TO LUXURY SERVICE

Justification for this inactivation request

This class and it's training information has become obsolete, as it was designed pre-covid. Has not been able to fill the last 2 times it was offered in 2021.

Effective Term

Fall 2025

CC Approval

11/01/2024

AS Approval

11/14/2024

BOT Approval

11/21/2024

COCI Approval

03/13/2025

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

200

Department

Hospitality, Culinary and Tourism Management

Division

Career Education and Workforce Development (CEWD)

Full Course Title

Introduction to Luxury Service

Short Title

Introduction to Luxury Service

CB03 TOP Code

1307.00 - *Hospitality

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

SECTION B - Course Description

Catalog Course Description

This course is guided by the benchmark standards for luxury service in the Napa Valley. The course is designed to provide students with awareness of the luxury service industry in the Napa Valley. This course will introduce the Luxury Hospitality Standards used by hotels in the Napa Valley. Students who successfully complete this course will be eligible to receive industry certification.

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

0.50

Lecture Hours

9.00

Outside of Class Hours

18

Total Contact Hours

9

Total Student Hours

27

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.	Students can define the luxury service industry in the Napa Valley and are able to demonstrate the impact of the luxury market on tourism in The Napa Valley.
2.	Students can define Forbes Travel Guide and the importance of standards.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Define Forbes Travel Guide and the importance of standards.
2.	List the Forbes Travel Guide luxury classifications.

3. Explain how a luxury experience is created through Courtesy and Manners standards.
4. List three key physical behaviors required to begin a successful guest interaction.
5. Identify a gracious tone and appropriate pace in a guest interaction.
6. Identify why the employees are unapproachable.
7. List three core standards specific to telephone conversations.
8. Identify how a luxury experience is created through graciousness, thoughtfulness and sense of personalized service standards.
9. Describe what anticipation of needs, genuine interest and concern for the Guest look like.
10. List five standards that illustrate graciousness, thoughtfulness and sense of personalized service standards.
11. Explain when it is appropriate to use a guest's name.
12. Explain why effective communication among staff is required to execute graciousness, thoughtfulness and sense of personalized service standards.
13. Define the term 'well-groomed'.
14. List three core standards of staff appearance.
15. Identify alert posture and professional behavior.
16. Explain how a luxury experience is created through technical Execution, skill and knowledge standards.
17. Recall what to do when not knowing the answer to a guest request.
18. Explain how efficiency standards create a luxury experience.
19. Explain how cleanliness and condition standards create a luxury experience.
20. List the four-core food and beverage quality standards.
21. Define elements of luxury classification according to Forbes Travel Guide.
22. Identify physical elements of luxury.
23. Identify emotional elements of luxury.

Course Content

1. Luxury service in the Napa Valley
 - a. Luxury Standards in the Napa Valley
 - b. The importance of ratings systems in the luxury market
2. Introducing Luxury Standards
3. Courtesy and Manners
 - a. The Basics
 - b. Talking the Talk
4. The Unapproachable Employee
5. Telephone Etiquette
6. Guest Preferences and Anticipatory Service
7. Name Recognition and Communication
 - a. Using the Guest's Name
8. Staff Appearance
9. Technical Execution, Skill and Knowledge
10. Efficiency
11. Cleanliness and Condition
12. Food and Beverage Quality
13. Elements of Luxury

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Discussion	
Visiting Lecturers	Hotel Managers and Industry Experts

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
Quizzes	Online quizzes
Essays/Papers	Research paper on the luxury market in the Napa Valley.

Assignments

Writing Assignments

Paper on the luxury market in the Napa Valley.

Outside-of-Class Assignments

Online Discussion Boards

SECTION F - Textbooks and Instructional Materials

Material Type

Other required materials/supplies

Description

Software #1:

Title: Forbes Travel Guide Standards

Publisher: Forbes Travel Guide

Edition: 2019

SECTION G - Diversity, Equity and Inclusivity

Course Codes (Admin Only)

CB00 State ID

CCC000615975

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