

HCTM-201: LUXURY SERVICE STANDARDS

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

03/12/2025

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

201

Department

Hospitality, Culinary and Tourism Management

Division

Career Education and Workforce Development (CEWD)

Full Course Title

Luxury Service Standards

Short Title

Luxury Service Standards

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 a complimentary course to Introduction to Luxury Service. In this course students will focus on various areas of the hotel, and their respective

luxury standards. These standards are the benchmark for luxury hotels and resorts 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

Prerequisite(s)

Previous completion of or concurrent enrollment in HCTM-200 is required.

Corequisite(s)

Previous completion of or concurrent enrollment in HCTM-200 is required.

Requisite Justification

Requisite Description

Course in a Sequence

Subject

HCTM

Course

200

Level of Scrutiny

Content Review

Upon entering this course, students should be able to:

Previous completion of or concurrent enrollment in HCTM-200 is required.

SECTION D - Course Standards

Is this course variable unit?

No

Units

.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 luxury service standards for hotels and resorts in the Napa Valley.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Define the role of the concierge in modern luxury travel.
2.	Differentiate between exceptional and basic knowledge.
3.	Define the role a reservationist plays in providing a luxury experience.
4.	Recall what a luxury guest's expectation is of check-in and arrival
5.	Explain the importance of clear communication between departments during arrival.
6.	Describe a luxury guest's expectations for a successful departure.
7.	Define the role of a housekeeper in modern luxury travel.
8.	Identify what makes a great Guest room.
9.	Explain the concept of 'be the eyes and ears of the hotel'.
10.	Explain the purpose of daily service.
11.	Identify a luxury guest's expectations for turndown service.
12.	Describe the bar and lounge's impact on a luxury guest experience.
13.	Identify guest expectations while visiting the bar and lounge.
14.	Identify the impact that in-room dining service has on a luxury guest's experience.
15.	Identify the impact that the pool and beach have on a luxury Guest's experience.

Course Content

1. Luxury Standards for Concierge
2. Reservation Service Standards
3. Arrival Service Standards
4. Departure Service Standards
5. Introduction to Housekeeping
6. Housekeeping Daily Service
7. Housekeeping Turndown Service
8. Hotel Dining
9. Bar and Lounge Standards
10. In-room Dining Standards
11. Pool Standards

Methods of Instruction

Methods of Instruction

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

Online Adaptation

Types	Examples of learning activities
Activity	
Directed Study	
Discussion	
Group Work	
Journal	
Lecture	

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
Class Participation	Discussion Boards
Homework	Student Journal

Assignments

Writing Assignments

Student Journal

Outside-of-Class Assignments

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**

CCC000615976

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)

Allow Pass/No Pass

Yes

Only Pass/No Pass

No