HOSPITALITY MANAGEMENT
TRT3701

SYLLABUS CONTENTS

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1   Welcome

It is a great pleasure to welcome you to the fully online module Hospitality Management, which will introduce you to the hospitality industry and give you a background to the different segments that form part of it. To make sure that you share our enthusiasm about this field of study, we encourage you to read this overview thoroughly. Refer back to it as often as you need to since it will certainly make studying this module a lot easier.

The field of hospitality is dynamic and exciting. The learning units and activities contained in this module will provide you with opportunities to explore the latest developments in this field and allow you to discover more about hospitality as it is practiced today. We hope that the module will excite you and provide new ideas about career possibilities and lifelong learning for you.

2   Purpose and outcomes of the module

The purpose of this module is to equip you with a broad overview of hospitality within the tourism industry. You will have an informed understanding of important terms, concepts and principles, be aware of the environment in which hospitality organisations operate. Furthermore, you will be able to identify different types of hospitality establishments, as well as an effective selection and application of the fundamental procedures, operations and techniques within each of the departments within the hospitality sector.

Upon completion of this module, you should have knowledge of the following aspects with insight:

- A coherent and critical understanding of the hospitality industry; the   relationship between supply and demand of hospitality products and customer service.

- A coherent and critical understanding of the different types of accommodation, food services, and other hospitality operations.

- A well-rounded and systematic knowledge of the importance of the hospitality operation's location and the significance of market analysis and financial feasibility.

- A well-rounded and systematic knowledge of the operational aspects of an accommodation establishment.

- A well-rounded and systematic knowledge of food services in the hospitality industry.

- A well-rounded and systematic knowledge of marketing in the hospitality industry.

3 Link to other modules

As you know, this module does not stand alone. It is an integral part of the BCom Tourism Management qualification. The purpose and the learning outcomes of this module are therefore aimed at developing your expertise and abilities in the field of tourism management.

Tourism is a large industry that is made up of many different segments. If you have a look at the curriculum of your qualification you will see that the main segments of tourism are all dealt with in one of these modules. Hospitality is one of the key segments that plays a pivotal role in any tourist's or guest's travel and tourism experience. It is therefore important to study this segment in detail and evaluate the interrelated role it has in the industry.

Once you have completed the **Hospitality Management** module you will understand the fundamental principles, procedures and functions within travel, hospitality, meetings and events operations; and other segments of the tourism industry.

4 Overview of the module

Hospitality Management introduces you to the important terms, concepts and principles employed within the hospitality industry. The information conveyed in this module is firstly aimed at providing you with an overview of the hospitality industry and give you an introduction to the hospitality product. This is done by looking at the different segments of Hospitality Management. The important role that location and technology plays in hospitality are presented. An insight into the accommodation segment; with specific reference to rooms division including front office and housekeeping; is given; and an explanation of the food and beverage segment is provided. The module is concludes with a look at marketing and branding in the hospitality industry.

You are encouraged to focus on the learning outcomes at the beginning of each learning unit. These outcomes are guidelines as to what you should be able to do after studying each learning unit.

Activity tasks have also been provided within each learning unit of the module. It is important that you take the time and make the effort to complete these activities. They will give you a broader understanding of the theory and will help you to apply it to your own circumstances within your community. These activities will not only give you the opportunity to ensure you understand the work, but they will also assist you with revision once you have completed the module as a whole. Many of these activities are online and include exciting and interesting videos and industry related websites that will help the theory come alive!
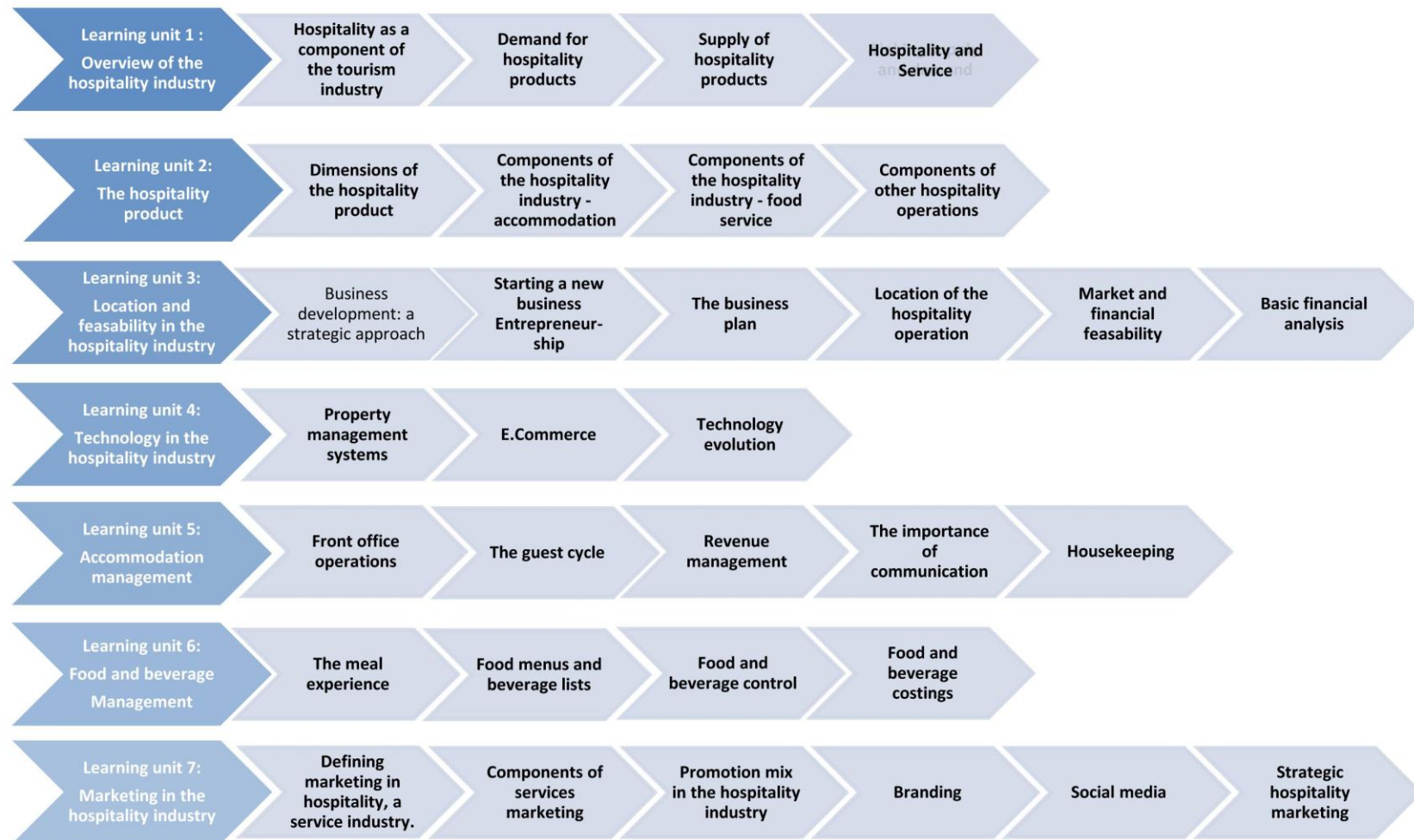
Equipped with a fundamental insight into the hospitality product, an overview of the role of location and technology, and a key understanding of accommodation, and food and beverage segments within hospitality; you will start your tertiary tourism studies with a sound overview of Hospitality Management.

5   Framework of the module

The **Hospitality Management Model** depicted below, and at the beginning of every learning unit, is a graphic representation of what will be covered in Hospitality Management (TRT3701). It may be a good place for you to orientate yourself about both the different facets of hospitality management, and the contents of this module.

You are encouraged to use the unit in your studies as it portrays a good summary of all the work that you will be assessed on. Print or redraw the Hospitality Management Model on a large piece of paper and place it on the wall in your study area. By doing this you can continually add key notes to the diagram that you need to remember or that you may not understand. Furthermore, the model will help you remember the primary contents of this module better, if you examine at it regularly.

The Hospitality Management Model: A Schematic overview of the module content

Learning unit 1 : Overview of the hospitality industry	Hospitality as a component of the tourism industry	Demand for hospitality products	Supply of hospitality products	Hospitality and Service	
Learning unit 2: The hospitality product	Dimensions of the hospitality product	Components of the hospitality industry - accommodation	Components of the hospitality industry - food service	Components of other hospitality operations	
Learning unit 3: Location and feasability in the hospitality industry	Business development: a strategic approach	Starting a new business Entrepreneur-ship	The business plan	Location of the hospitality operation	Market and financial feasability → Basic financial analysis
Learning unit 4: Technology in the hospitality industry	Property management systems	E.Commerce	Technology evolution		
Learning unit 5: Accommodation management	Front office operations	The guest cycle	Revenue management	The importance of communication	Housekeeping
Learning unit 6: Food and beverage Management	The meal experience	Food menus and beverage lists	Food and beverage control	Food and beverage costings	
Learning unit 7: Marketing in the hospitality industry	Defining marketing in hospitality, a service industry.	Components of services marketing	Promotion mix in the hospitality industry	Branding	Social media → Strategic hospitality marketing

6   The Study Process

6.1 Suggestions on how to approach your studies in this module

We would like to remind you that Hospitality Management is an online module that all the module content will be posted on myUnisa. It is therefore of utmost importance that you should visit myUnisa regularly. There is no printed study guide for the module. You are welcome to contact your lecturer via email or on myUnisa where you can post questions in the discussion forum under the specific topics.

Being fully online is a way in which Unisa is creating the environment for students to not only learn module content related matters, but to also develop your electronic media skills. The online environment will provide you with great opportunities to develop writing skills and networking with your fellow students; as well as preparing yourself to work in the hospitality industry.

As a distance education student it is important that you know whom to contact for academic and administrative matters, know how to manage your time, and where and how to access the relevant resources; such as a computer, the internet, other reading materials or to complete certain tasks in a practical and online environment.

To be able to do the activities and assignments for this module, to achieve the learning outcomes and to be successful in the examination, you will need a deep understanding of the content of these sections in the Learning Units. In order to deeply understand the learning material, you must, firstly, accept responsibility for your own studies. Secondly, learning is not the same as memorising. You will be expected to show that you understand and can apply the information, not just remember it.

You may wish to read more widely than just the Learning Units provided on myUnisa. When you read information in the recommended books, online sources or in other sources you should not simply accept it without question. You should question the ideas and information that you come across.

To test your understanding of the ideas that you learn about in this module, you should try to apply them to real-life situations.

We encourage you to go to the Additional Resources tab and open the file called Useful Documents and download the **"How to manage my studies on myUnisa**" document. Read this document carefully and refer to it regularly! It provides all the necessary information you will require to study this module online. If you have any questions about myUnisa, how it works or where to find information – read this document.

NB! Should you have any questions or are unsure about anything, please refer to the **FAQs** tab. It contains all the relevant information that was traditionally included in your tutorial letter 101 and which for you to successfully pass this module.

6.2 Importance of completing activities, assignments and self-assessment questions

6.2.1 Activities

You will come across various types of activities in the learning units of this module:

- reflecting on work covered
- completing assessment questions
- doing self-evaluation

We consider your completion of the activities in the learning units and the assignments as crucial to your successful completion of this module. Firstly, the activities will help you to understand and apply the theory to real-life or fictitious situations in hospitality. Secondly, the activities will assist you in completing the self-assessment questions and assignments for this module. Lastly, these activities will help you prepare for the examination.

6.2.2 Assessment questions

At the end of each learning unit you will find a list of possible assessment questions based on the work done in that unit. We advise you to work through these questions diligently since they provide extremely useful opportunities to prepare yourself for possible examinations questions. Self-assessment plays a very important role in the achievement of the learning outcomes and you should therefore complete the self-assessment activities in the module. You will find most of the answers to these questions in the learning material covered in the study guide.

6.2.3 Assignments

Assignments for this module will be provided under the Learning Units tab. They will consist of both compulsory and self-assessment assignments. The completion of all assignments is crucial to helping you achieve the learning outcomes. By completing the assignments you will be required to go through the learning material in the study guide. It will also help you get a feel for the type of questions you can expect in the examination and obtain feedback from the lecturer. The assignment questions also give you the opportunity to apply the theory to a case study or a practical situation related to your own home environment or workplace.

6.2.4 Assessment of the module

You will be assessed during the semester on your assignments and in the examination at the end of the semester. The compulsory assignment mark(s) will count with your final assessment (examination) towards your final mark. Further details of the assessment and examination requirements of this module are provided in your Tutorial Letter 101.

7   How you will benefit from this module

To ensure that you deliver quality work for the module it is important that you comply with the following:

- You need to study the prescribed tutorial matter conscientiously according to the guidelines and the sequence provided.

- You need to relate what you are learning to your own home environment or work situation.

- You need to plan your studies according to the time you have available.

- You need to study the learning units according to the guidelines provided.

Once you have successfully completed this module, you will have an in-depth introduction to Hospitality Management, a fundamental understanding of the different segments within it, and an overview to several key future considerations within hospitality.

8   Learning tools

Each learning unit includes learning outcomes, a mind map, an introduction to the study unit, activities, keywords, conclusion and references. In each learning unit, we have also included various '**Learning tools'** which will help you engage with the study material, understand it and enjoy it. Each learning tool is colour coded or framed as shown below to help you recognise it as you move through each unit.

Activity: This is an activity designed to assist the students to develop a deeper understanding of the study material. It can be applied to a specific section or to the entire study unit. These activities will test your knowledge, understanding and application of the material in the learning unit. Practical application of the material may also be required.

Activity feedback: This is feedback or feedforward on a given activity.

Watch this! You are encouraged to watch a video clip or slide show to illustrate the theory in practice. You can click on the hyperlink or press "control" and click on the link and you will access the video directly.

Examples: Examples illustrate theory in practice and can be short examples or longer case studies. They provide further clarification and illustrations to enhance your understanding.

Tip: This is a helpful addition to aid your understanding of important parts of the specific study unit.

Case study: This is a real-life scenario that will help you work through the unit and apply the theory in practice.

Career clip: The career clip gives insight into different career opportunities in tourism, the skills needed and their realities.

9 Referencing

Since you are a third year student, you should equip yourself with the research skills necessary for your third year and possible further studies. It is also important to take note of a few important **technical editing rules** that you will need to apply when you complete any assignments electronically.

In the Department of Transport Economics, Logistics and Tourism you will be required to make use of the *Harvard method* of referencing. Please download the guidelines from the UNISA Library as these will be most useful to you throughout your studies. The permalink is: http://www.unisa.ac.za/library/referencingsource.

This document is entitled **Guidelines for Referencing Source Material for Assignments, Articles, Research Reports, Theses & Dissertations,** and provides guidelines for referencing using the Augmented Harvard method.

The purpose of referencing

It is essential to make use of references in all academic documents. These include your written assignments that you will complete on undergraduate level, as well as research reports, dissertations, theses, journal articles and conference papers which you may write in your future studies and career. Referencing is a standardised process of acknowledging someone else's information, ideas and opinions. It is important to make use of in-text references (**citations**) and include a list of references (**bibliography**) at the end of your assignment.

Referencing is important for the following reasons:

1. It helps ensure that your academic writing is honest and that you do not act unethically.

2. It acknowledges someone else's contribution; when their information, data, ideas, opinions and quotations are included in your text; and recognises their intellectual property.

3. It helps you avoid plagiarism.

4. It makes your writing sound more convincing and believable; by showing the reader or marker of your assignment that you have read widely about the topic and that you can formulate your own arguments based on your sources of information.

5.   It is useful for the reader or marker of your assignment, as it informs them of the sources you obtained your information from.

Plagiarism

Plagiarism is the act of taking the words, ideas and thoughts of others and passing them off as your own. It is a form of theft that involves a number of dishonest academic activities.

It is essential that your assignments should be your own work. Plagiarism means copying word-for-word from an unreferenced source, or merely changing one or two words or phrases but copying the rest. Remember that the purpose of an assignment is to assess whether you understand the work. This cannot be done if you copy information directly from sources; such as the internet, books, magazines or journals. Your assignments should be written in your own words, reflecting your own thoughts and ideas.

What is meant by "use your own words"? You must formulate your own sentences and in this way illustrate that you understand the issues at hand. It does not mean that you must look for synonyms (words that mean the same as those used by the author). It also does not mean you can simply "copy and paste" information from the internet. You need to study and read through the relevant section, understand it and then convey the information in your own words. Imagine you are trying to explain the work to someone who knows nothing about the subject.

If you do quote someone else's information in your assignment, remember to <u>cite it in the text</u> and to <u>add the source to the list of references</u> you used to complete your assignment in the bibliography section at the end of your document.

The following are examples of typical <u>book</u> references in the reference list:

Bardi. J. A. 2010. *Hotel front office management.* 5th edition. John Wiley and Sons: Hoboken, New Jersey.
Ninemeier, J.D. & Perdue, J. 2008. *Discovering hospitality and tourism. The world's greatest industry.* 2nd edition. Pearson Prentice Hall: Upper Saddle River, New Jersey.

- What does this mean? (Note the order in which the reference is written. The reference is written in the language of the type of publication.)

Bardi. J. A.   –   the surnames and initials of the authors of the book

2010   –   the year of publication

Hotel front office management	–	the title of the book (always written in *italics*)
5th edition	–	the edition of the book
John Wiley and Sons	–	the publishers of the book
Hoboken, New Jersey	–	the place where the book was published

The following are examples of typical <u>article</u> references in the reference list:

Jones, P. & Siag, A. 2009. A Re-Examination of the Factors That Influence Productivity in Hotels: A Study of the Housekeeping Function. *Tourism and Hospitality Research*, 9(3):224-234.

Baum, T. & Odgers, P. 2001. Benchmarking Best Practice in Hotel Front Office, *Journal of Quality Assurance in Hospitality & Tourism*, 2(3-4):93-109.

- What does this mean? (Note the order in which the reference is written. The reference is written in the language of the type of publication.)

|		
Jones, P. & Siag, A.	–	the surnames and initials of the authors of the article
2009	–	the year of publication
A Re-Examination of the Factors That Influence Productivity in Hotels: A Study of the Housekeeping Function.	–	the title of the article
Tourism and Hospitality Research	–	the journal in which the article is published (always written in *italics*)
9	–	the volume number of the journal
(3)	–	the issue number of the journal
224-234	–	the pages on which the article appears in the journal

Technical Editing

Please keep the following technical editing rules in mind when completing your assignments electronically by making use of MS Word.
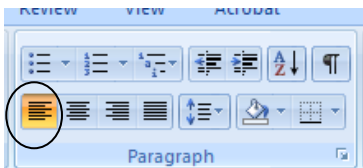
- The font: Arial or Times New Roman

- Font size: 12
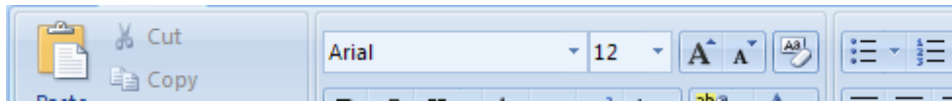
- The text of the assignment should be justified:
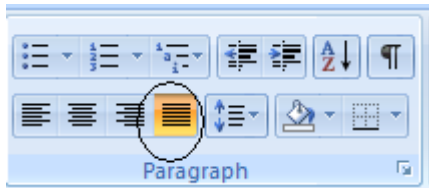
- However, your reference list (at the end of the assignment) should be aligned to the left.

10 Conclusion

We hope you will enjoy your studies and wish you success.

Your Hospitality Management lecturer