**ACCOUNTING FOR TOURISM AND RECREATION INDUSTRY II COURSE OUTLINE**

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| **COURSE CODE** | | THRM113 | **COURSE LEVEL** | | 1st year and 1st semester | |
| **COURSE TITLE** | | Introduction to Lodging Industry | | | | |
| **COURSE TYPE** | | Faculty Core | | | | |
| **LECTURER(S)** | | Ali Özduran | | | | |
| **CREDIT VALUE** | | 3 | | **ECTS VALUE** | | 5 |
| **PREREQUISITES** | |  | | | | |
| **COREQUISITES** | |  | | | | |
| **DURATION OF COURSE** | | 14 weeks | | | | |
| **WEB LINK** | [http://tourism.emu.edu.tr -](https://tourism.emu.edu.tr/) [ali.ozduran@emu.edu.tr](mailto:ali.ozduran@emu.edu.tr) | | | | | |
| **AIM OF THE COURSE:**  The aim of this course is to create a conceptual foundation that would teach students about the fundamental “hows” and “whys” of management in the lodging industry. Lodging management has grown and developed through the ages. The lodging industry has emerged as an integral part of the world of hospitality. Hotel keeping has an important presence in the social, political, and cultural life of every community. This course provides a basic understanding of the lodging industry by tracing the industry’s growth and development, reviewing the organization of hotel operations, and by focusing on industry opportunities and future trends. | | | | | | |
| **GENERAL LEARNING OUTCOMES (COMPETENCES)**  On successful completion of this course, all students will have developed **knowledge** and **understanding** of:  1. Explaining how individual hotel properties in the lodging industry are classified.  2. Explaining how the lodging industry measures its success.  3. Describing the four major functions of management.  4. Describing the characteristics of different hotel departments and operations in these departments  On successful completion of this course, all students will have developed **their skills in**:  5. Technology by preparing home works and projects by using various computer programs.  6. Problem solving as there might be some disagreements with other group members for the project.  On successful completion of this course, all students will have developed **competencies in**:  7. Learning how to work as a team for several group assignments.  8. Communication and presentations through project and case studies. | | | | | | |
| **RELATIONSHIP WITH OTHER COURSES**  This course helps to understand the basics in operating and managing the lodging and travel organisations. Therefore, it is a central issue in developing a comprehensive knowledge for the courses offered in the following terms. | | | | | | |
| **LEARNING / TEACHING METHOD**  Class lectures / presentations will be delivered to explain the topics. An active learning environment will be provided by encouraging the students to attend and participate in workshops designed. Educational trips will be organized to local destinations in order to complete the team work assignments. | | | | | | |
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| **ASSIGNMENTS**  Team activities and home works covering the chapter topics will be assigned for students. Students will work as an individual and in groups of five people.  Educational trips to local lodging properties will be organised as a class. Teams will be formed during these trips and reports of each team will be evaluated.  Team project will be given to groups of 8 students to investigate the management functions, quality guest service in various hotel departments. The project will require the use of outside newspapers, magazines,  Internet and other resources.  There will be closed-book quizzes, and final exam in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test understanding of the course  material and ability to apply the concepts learned. |
| **METHOD OF ASSESSMENT**  The quality of students` work will be assessed against specific expectations, which will be clear to you before you submit your work for assessment by the instructor. Students have to undertake the following forms of assessment:  Exercises (before Reflection) : 10%  Activity based studies : 10%  Project : 25%  Attendance and Participation : 5%  Reflections : 20%  Final Examination : 30% |
| **ATTENDANCE**  Regular attendance of all enrolled classes is expected. If you miss a class, it is your responsibility to “make up” all work, including items discussed in class. Participation will be measured in terms of quality not the quantity of your contribution to the class.  Do not be late to the class. If you need to leave early for whatever reason, you should exercise politeness and notify your lecturer at the commencement of the session. Attendance is compulsory and absenteeism of more  than 20% of classes will be graded as “F”. Students with poor interest, poor attendance and lack of data are  graded NG. |
| **TEXTBOOK/S**  Hayes D., Ninemeier J., and Miller A. (2012) Foundations of Lodging Management |
| **LEARNING RESOURCES**  There are many texts that can provide you with information relevant to this course. You should gather information from different resources and share it with classmates. You should do research at the library, talk with others in the field, and visit other faculty members within this department to enhance your knowledge in this area. |
| **PLAGIARISM**  This is intentionally failing to give credit to sources used in writing regardless of whether they are published or unpublished. Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence and will be dealt with accordingly. |

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| Grade | Marks | Value |  |
| A | 85-100 | 4.0 |
| A- | 80-84 | 3.7 |
| B+ | 75-79 | 3.3 |
| B | 70-74 | 3.0 |
| B- | 66-69 | 2.7 |
| C+ | 63-65 | 2.3 |
| C | 60-62 | 2.0 |
| C- | 57-59 | 1.7 |
| D+ | 54-56 | 1.3 |
| D | 50-53 | 1.0 |
| D- | 45-49 | 0.7 |
| F | 0-44 | 0.0 |
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| **SEMESTER OFFERED**  2016-2017 Fall Semester | | | |
| **CONTENT & SCHEDULE**  The lecture topics within the semester are in the following schedule:  **DATE TOPICS READING**  Week 1 Introduction to the Lodging Industry Textbook: Chapter 1  The Structure of the Lodging Industry Textbook: Chapter 2  Week 2 Guest Service in the Lodging Industry Textbook: Chapter 3  Week 3 Managing Lodging Operations Textbook: Chapter 4  Week 4 Staffing the Lodging Operation Textbook: Chapter 5  Week 5 The Front Office Department Textbook: Chapter 6  Week 6 The Sales and Marketing Department Textbook: Chapter 7  Week 7 **Reflections**  Week 8  Week 9 The Housekeeping Department Textbook: Chapter 8  Week 10 The Maintenance Department Textbook: Chapter 9  Food and Beverage Operations: Limited-Service Hotels Textbook: Chapter 10  Week 11 Food and Beverage Operations: Full-Service Hotels Textbook: Chapter 11 Week 12 The Accounting Department Textbook: Chapter 12  Week 13 Safety and Security Textbook: Chapter 13  Careers in the Lodging Industry Textbook: Chapter 14  REVISION  Week 14 **FINAL EXAM PERIOD**  This is a tentative course of study; it may require adjustment, according to progress, supplies and student’s ability. | | | |

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| **Course Code: THRM 113**  **Number of ECTS credits: 5**  **ECTS**  **(student work load: 150)** | | | **Course Name: Introduction to Lodging**  **Industry** | **Instructor Name: Ali Özduran** | | | **Date:** |
|  | Student Work Load | | | Weight  of Asses. (%) |
| Wee  k | Course  LOS | Program  LOS | Educational Activities | Lecture  s | Independe  nt Work | Assessment  Hours |
| 1 | 1 | 1,2,7 | Introduction to the Lodging Industry  The Structure of the Lodging Industry | 3 | 2 |  |  |
| 2 | 1,2 | 1,2 | Guest Service in the Lodging Industry | 3 | 2 |  |  |
| 3 | 1,2 | 1,2 | Managing Lodging Operations | 3 | 1 |  |  |
| 4 | 3,4 | 1,2,3 | Staffing the Lodging Operation | 3 | 1 |  |  |
| 5 | 3,4 | 1,2,3,5,10 | The Front Office Department | 3 | 1 |  |  |
| 6 | 3,4 | 1,2,3 | The Sales and Marketing Department | 3 | 2 | **Exercise – 7hrs** | **10** |
| 7 | 1,2,3,4 | 11 | Revision | 3 | 1 |  |  |
| 8 |  |  | **Reflections** |  |  | **Reflections –**  **18hrs** | **20** |
| 9 | 3,4 | 1,2,5,10 | The Housekeeping Department | 3 | 1 |  |  |
| 10 | 3,4 | 1,2 | The Maintenance Department  Food and Beverage Operations: Limited- Service Hotels | 3 | 2 | **Activity based**  **study – 8hrs** | **10** |
| 11 | 3,4 | 1,2 | Food and Beverage Operations: Full-Service  Hotels | 3 | 2 |  |  |
| 12 | 3,4 | 1,2 | The Accounting Department | 3 | 1 |  |  |
| 13 | 3,4 | 1,2 | Safety and Security  Careers in the Lodging Industry | 3 | 1 |  |  |
| 14 | 5,6,7,8 | 5,8,10,11,13 | Revision and presentation of projects | 3 | 1 | **Project- 25 hrs.** | **25** |
| 15 |  |  | **Final Exam** |  |  | **Exam – 35 hrs.** | **30** |
|  |  |  |  |  |  | **Participation** | **5** |
| **Total** | **150** |  |  | **39** | **18** | **93** | **100 %** |

*NOTE*: According to the university by-laws the weight of the final exam should not be more than 50%, and the decision of the Faculty

Executive Board, the total weight of written exams (final and quizzes) should not be more than 60%.

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| **THRM 113**  **Introduction to Lodging Industry** | **Program outcomes in terms of Knowledge** | | **Program outcomes in terms of Skills** | | | | | **Program outcomes**  **in terms of Competencies** | | | | | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 1 | P | F |  |  | P |  |  |  |  |  |  |  |  |
| 2 | P | F |  |  | P |  |  | F |  | F | F |  |  |
| 3 | F | F |  |  | P |  |  | F |  | F | F | P | P |
| 4 |  |  |  |  | F |  |  | F |  | F | F |  | F |
| 5 |  |  |  |  |  |  | F | F |  | P | F |  |  |
| 6 |  |  |  |  |  |  |  | F |  |  | F |  |  |
| 7 |  |  |  |  | P |  |  | P |  |  | F |  |  |