



HCTM 201 - Luxury Service Standards Course Outline

Approval Date: 02/13/2020

Effective Date: 06/08/2020

SECTION A

Unique ID Number CCC000615976

Discipline(s) Hotel and Motel Services

Division Career Education and Workforce Development

Subject Area Hospitality, Culinary & Tourism Management

Subject Code HCTM

Course Number 201

Course Title Luxury Service Standards

TOP Code/SAM Code 1307.00 - Hospitality Administration/Management,
General* / C - Occupational

Rationale for adding this course to the curriculum Industry recognized certifications for the luxury service market in The Napa Valley.

Units 0.5

Cross List N/A

Typical Course Weeks 4

Total Instructional Hours

Contact Hours

Lecture 9.00

Lab 0.00

Activity 0.00

Work Experience 0.00

Outside of Class Hours 18.00

Total Contact Hours 9.00

Total Student Hours 27

Open Entry/Open Exit No

Maximum Enrollment 35

Grading Option Letter Grade or P/NP

Distance Education Mode of Instruction Hybrid
Entirely Online

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog 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.

Schedule Description

SECTION D

Condition on Enrollment

1a. Prerequisite(s)

- HCTM 200 with a minimum grade of C or better or

1b. Corequisite(s)

- HCTM 200 with a minimum grade of c or better

1c. **Recommended:** *None*

1d. **Limitation on Enrollment:** *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

A. Students can define luxury service standards for hotels and resorts in The Napa Valley.

2. Course Objectives: Upon completion of this course, the student will be able to:

- Define the role of the concierge in modern luxury travel.
- Differentiate between exceptional and basic knowledge.
- Define the role a reservationist plays in providing a luxury experience.
- Recall what a luxury Guest's expectation is of check-in and arrival
- Explain the importance of clear communication between departments during arrival.
- Describe a luxury Guest's expectations for a successful departure.
- Define the role of a housekeeper in modern luxury travel.
- Identify what makes a great Guest room.
- Explain the concept of "be the eyes and ears of the hotel".
- Explain the purpose of daily service.
- Identify a luxury Guest's expectations for turndown service.
- Describe the bar and lounge's impact on a luxury Guest experience.
- Identify Guest expectations while visiting the bar and lounge.
- Identify the impact that in-room dining service has on a luxury Guest's experience.
- Identify the impact that the pool and beach have on a luxury Guest's experience.
- P.

3. Course Content

- Luxury Standards for Concierge
- Reservation Service Standards
- Arrival Service Standards
- Departure Service Standards
- Introduction to Housekeeping

- F. Housekeeping Daily Service
- G. Housekeeping Turndown Service
- H. Hotel Dining
- I. Bar and Lounge Standards
- J. In-room Dining Standards
- K. Pool Standards
- L.

4. Methods of Instruction:

Discussion: Discussion Boards

Visiting Lecturers: Hotel Managers and Industry Experts

Online Adaptation: Discussion, Journal, Lecture

3. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

Quizzes -- Online quizzes

Class Participation -- Discussion Boards

Home Work -- Student Journal

Letter Grade or P/NP

4. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments

B. Writing Assignments

Student Journal

C. Other Assignments

Discussion Boards

5. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Software #1:

Title: Forbes Travel Guide Standards

Publisher: Forbes Travel Guide

Edition: 2019

B. Other required materials/supplies.