

HHM 1201

Introduction to hotel industry

Aj. Kanyapilai K.

E-mail: kanyapilai.k@gmail.com

Tel. 084-6714577

Contents

- ⌘ Knowing each other
- ⌘ Introduction to HHM 1201
 - × Course description
 - × Course aims
 - × Course objectives
- ⌘ Learning assessment
- ⌘ Class rules
- ⌘ Pre-test

Knowing Each Other

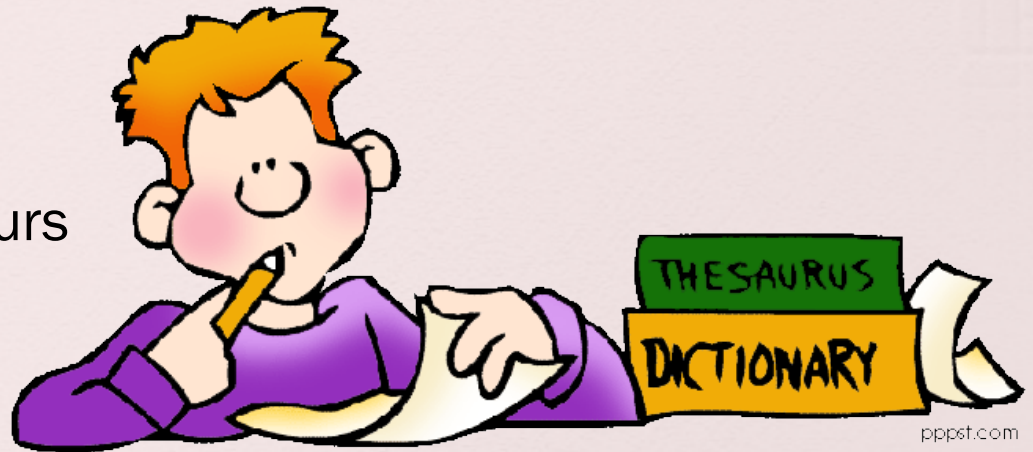
- ✖ Which careers in the tourism industry are you interested in?



Introduction to HHM 1201

⌘ Credit: 3 (3-0-6)

- ✖ Lecture – 3 hour
- ✖ Practice / Field – 0 hours
- ✖ Self-study – 6 hours



⌘ Course description

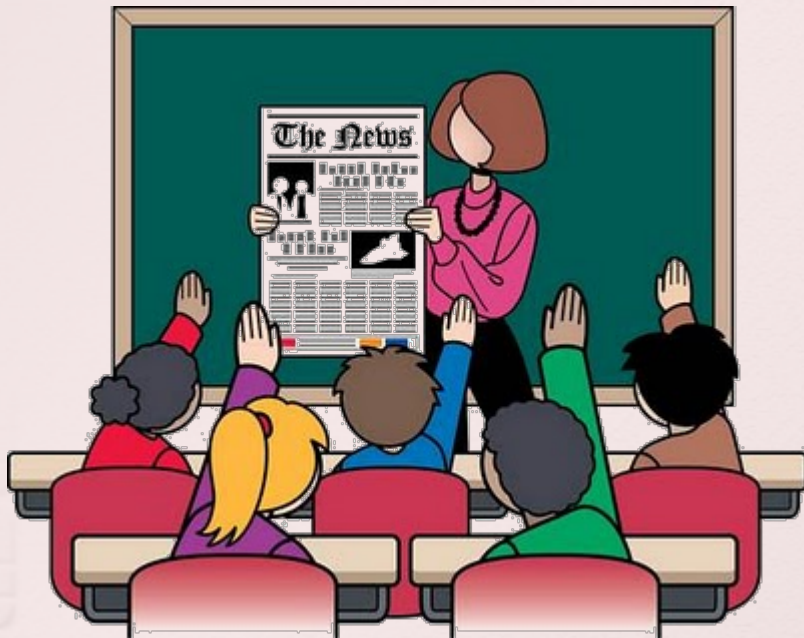
- ✖ Historical overview and evolution of hotel industry, demand and supply in hotel industry, benefits and impacts of hotel industry, types of lodging, organizational structure and various departments of hotel business, concepts, management styles of business operation and maintain hotel industry knowledge.

Course Aims

- ⌘ To understand an overview of hospitality and tourism industry.
- ⌘ To gain the basic information of history and development of hotel industry on both domestic and international basis.
- ⌘ To apply the context, component and scope of hospitality and tourism industry.
- ⌘ To be familiar with the concepts and tourism phenomenon as an industry.
- ⌘ To understand the direct and indirect impacts of tourism criteria.
- ⌘ To illustrate the relationship between hotel and tourism.
- ⌘ To identify the different components in the hotel business industry.
- ⌘ Understand concepts, management styles of business operation and maintain hotel industry knowledge

Class Rules

DO

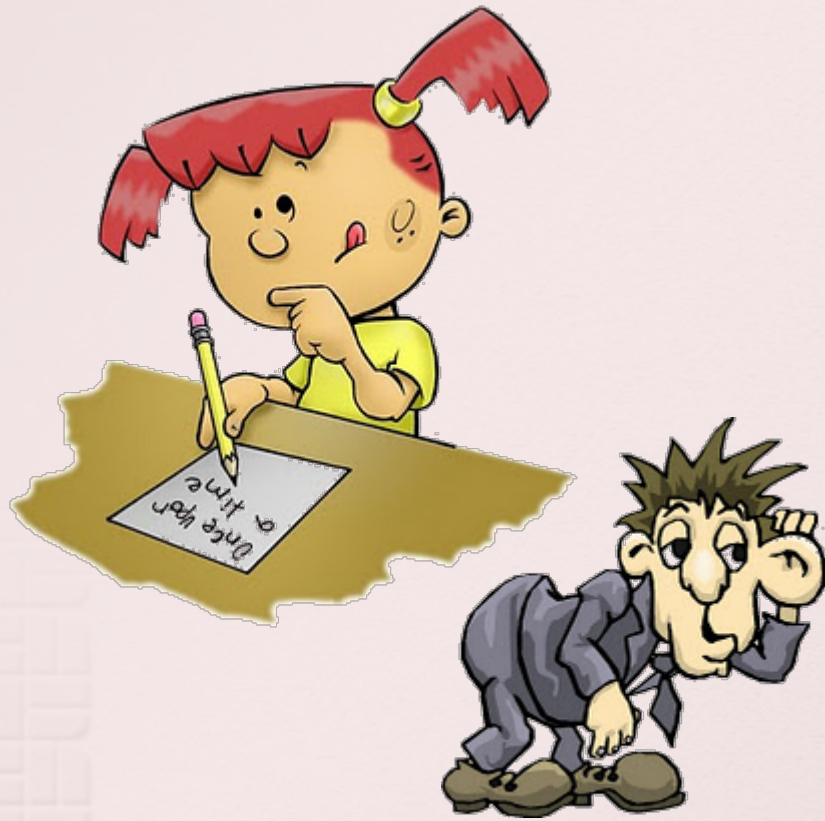


DON'T



Class Rules *(cont.)*

DO



DON'T

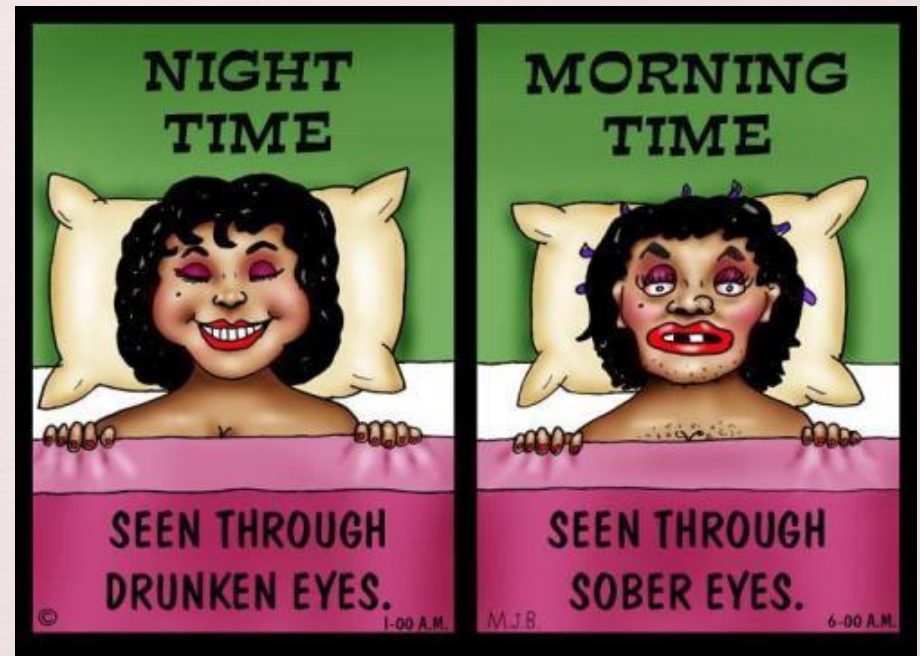


Class Rules *(cont.)*

DO



DON'T



Learning Assessment



⌘	Class attendance & participation	10%
⌘	Minor and Major Assignments	40%
	⌘ Individual	20%
	⌘ Group	20%
⌘	Examinations	50%
	⌘ Mid-term	20%
	⌘ Final	30%

Projects

Individual Project 20 marks
Present date 8 October 2020

- ⌘ Choose one **hotel** you like
- ⌘ Freely presentation about that hotel
 - × Departments
 - × Hotel Products
 - × Service
 - × Facilities
 - ☆ Spa
 - ☆ Restaurants
 - ☆ Etc.,

Group Project 20 marks (4 members)
Present date 19 November 2020

- ⌘ Hotel or Resort Model
 - × Present concept
 - × Organization Chart
 - × Target group of customer
 - × Products and services
 - × Sale and Promotion

Scores Criteria

Group Presentation

- ⌘ Creativity
- ⌘ Concept and design
- ⌘ Lively, naturally
- ⌘ Professionally
- ⌘ Content
- ⌘ Not over than 15 minutes

Individual Presentation

- ⌘ Lively, naturally
- ⌘ Content
- ⌘ Not so much text on slide

Remark: No Scripts allowed

Pre-test

- ⌘ What does your hotel look like, or would have? Please draw and explain in front of the class room

THANK

YOU!