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Vysoká škola
ekonomická v Praze
Fakulta mezinárodních vztahů

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„Activating“ Teaching Method in „Hotel Management“ Course

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Overview

- 1) Hotel Management Class Topics Overview (1st part)
- 2) Teaching method: Siteinspections – Target
- 3) Methodology
- 4) Used techniques
- 5) Key competences
- 6) Materials, Sources
- 7) Process, Evaluation
- 8) Feedback, Outcome

Hotel Management Class Content

Course Topics: 1st part (2CR402)

- 1) Course Introduction, History,
The Key Points of Hotel Management
- 2) The Quality of Accommodation Service, Quality Control, ...
- 3) Personnel Operation/Supervision/Proceedings,
Company Culture
- 4) Revenue Management,
Revenue Techniques

Teachers Activation Method - Siteinspection

Methody Target

Previous activity: Quality control – method 2a)

Reason: Nonobligatory clasification of accommodation facilities in ČR

Students evaluate the hotel quality based on official „hotelstars“ methodology <http://en.hotelstars.cz>

Follow-up method: Hotel Siteinspections – method 2b)

Targed: „COGNITIVE hotel assessments“ – „mystery guest“ from 3 different points of view (w/out operational blindness) – theorie x praxis relations

Methods/methodics

Fieldwork

Direct Observation

Structured Interview

Monitoring

Final Report - Conclusion

Team Work

Organization - cooperation

Technics and Key Competences

Check-list preparation based on questions specification in a class
– relationship btw. quality/analysis class (Financial management class)

Organizational skills to assure the siteinspections – team work –
planning/time schedule - see Doodle.cz

Hotel Web Pages Monitoring – „external analysis“

Siteinspection by itself – dress code, hotel operation sighting,
atmosphere, personal development, empathy, communication skills,
discussions

Final „Critical“ Review – to be able to evaluate, to „judge“, to make their
own opinion, critical thinking, (team work/individual)

The Siteinspection „Day“

- *) The dates and time of the SI are settled down based on students' time frame possibilities (max. 10 PAX), teamleader is picked up/the main team speaker; (<http://www.doodle.com/7e5fngvwc4ybyrh7>)
- *) Previous students' „homework“: check-lists, web pages, ...
- *) The SI attendance is independent/unaided (w/out me): well timed, dress-code, accomplished behaviour
- *) Used Languages – mainly czech or english, (40-60 min, up to 120min.)
- *) Final Report (min. 2 hotels) – own notes, prospects, pictures, ...

Hotel Examples: Four Seasons, Hilton, Marriott, Rocco Forte, Mandarin Oriental, Clarion Congress Hotel, Intercontinental, Grand Hotel Bohemia, Paris, Crowne Plaza Prague, ...

Check-list

Questions/Interview Topics Example:

Common/general Hotel Informations

Hotel Location/Exterior/Interior

Guest Information, segmentation, indiv./groups, lead time, CXL conditions, Nationalities

Competition ... Benchmarking ... Customer Care (loyalty programmes)

Employees: WFM, how many, does outsourcing takes place?, ...

The Hotel „Guide“: how do you feel about him, product knowledge level, enthusiasm, ...

What's your YoY OCC., ADR, RevPAR? 😊 , ...

Employee Benefits?

Check-list

Examples - continuation

USP/SWOT, conference facilities, restaurants, spas, ...

Your Top TA, CORP? If they can tell. Everything is on voluntary basis.

Plans for the future – rekonstruction, news, focus on other markets, big events, how they work on social networks, other attractions – differences from the competition

What technologies are used (PMS, RMS, paid reports,...)

Overall assessment/impression. How do they feel there. Are they proud of that work/in that brand?

Materials provided (hotel promotional material, ...)

Students Feedback

- 1) Enthusiasm 😊 for the field!!!
- 2) „Modified“ looking for work in this field.
- 3) They „sacrifice“ their free time for this purpose.
(For the first time we devote one day of instruction for field work.)
- 4) Students in their report on the findings of any „deficiency/failure“ from their point of view, to propose corrective mechanisms
- 5) Students love to not to be assessed, but evaluated 😊 from the perspective of guest/employee TA-MICE/or employees
- 6) Sample „Final Report“ – a comprehensive assessment

Course Evaluation (100 points/%)

Test Nr. 1	25p.
Test Nr. 2	25p.
Activity 1	5p.
Activity 2a	10p.
Activity 2b	15p.
Semestral Work or Teacher Aid	15p.
Attendance	5p.

Conclusion

- *) The result is a comprehensive evaluation, which run into the field of HR, quality, RM and external analysis.
- *) Student takes a different view and has the ability to track and compare "to" best offers Prague market and it is not easy for a graduate to get a job offer.
- *) We bring here the human dimension. Linking theory with practice.
- *) On the tour goes by the students themselves, have more space to express on both sides.
- *) Best FR are in the last hour of exercise disclosed and discussed.
- *) "Filtering" feedback for hotels.

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Thank you 😊

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