

HOSPITALITY MANAGEMENT

A CAPSTONE COURSE



SECOND EDITION

MATT A. CASADO

Hospitality Management A Capstone Course

Alan Clarke, Wei Chen



Hospitality Management A Capstone Course:

Hospitality Management Casado,2005-02 **Hospitality Management** Matt A Casado,2024-12-16 The purpose of Hospitality Management A Capstone Course is to provide instructors of senior seminar courses with the necessary tools to teach the last class of the hospitality curriculum Usually offered in the last semester before graduation this capstone course is aimed at preparing students for joining the industry generally as manager trainees In most cases students in senior seminars have completed the majority of their professional core and general education requirements As part of these courses they have worked on numerous projects outside the classroom have listened to industry guest speakers and have conducted several in situ property inspections At this juncture in their education students are actively interviewing for jobs or have already been hired by companies It is the time to recall all they have learned before putting the mostly theoretical knowledge acquired into practice Because senior seminar students often have difficulty staying on task in the classroom but need to be primed for their imminent job entry into the industry I recommend what might be called a workshop approach that follows topic discussions in class and encourages the resolution of applied cases individually or through groupings of students of mixed ability The operational situations and cases provided throughout this book illustrate real life challenges and decisions that lower and mid level managers face The senior seminar offers the last opportunity for students to review refine and demonstrate the essential skills needed to get a job and to succeed in the industry from competency in creative problem solving critical thinking and effective oral and written communication to ethical reasoning quantitative analyses and the use of technology After all the majority of graduating students will have to put these concepts into practice in a very short period of time Graduate business programs with an emphasis in hospitality can use this book as an introduction to graduate courses The book could provide a useful compendium of the knowledge necessary to access graduate level courses for students joining these programs on completion of a bachelor s degree or on entering the program directly from the industry Although it is not intended as a test tool or as an in depth and comprehensive study the book can nevertheless be used as a pragmatic means for the assessment of hospitality college programs by requiring students to keep individual portfolios of work performed in the senior seminar class Thus hotel and restaurant management administrators can obtain academic feedback to measure the outcomes of their programs of study From the information gathered program directors can readjust curricular contents and teaching methods to improve instruction *Hospitality Management* Matt A Casado,2019-12-21 AN UP TO DATE TEXT FOR FUTURE HOSPITALITY MANAGERS Matt A Casado The Second Edition of Hospitality Management A Capstone Course offers comprehensive coverage of topics taught in hospitality programs and an array of realistic operational and managerial situations and cases students are likely to find on being hired by hospitality companies The cases are geared to preparing students for critical thinking and problem solving The purpose of this book is to help students move out of their scholastic mode and into supervisory and managerial roles in the hospitality industry Casado s roll up your

sleeves down in the trenches approach provides a practical guide to solving problems and to handling challenging operational situations This practical easy to read text is a keeper for hospitality students It tells how to operate in any house in the field hotels restaurants small private properties complex large properties upscale resorts corporate settings As students change jobs and move up the ladder this textbook can still serve as a guide Features operational situations and cases that are discussion worthy thought provoking and prepare students to handle similar situations when on the job Offers a comprehensive review of major hospitality curriculum topics and provides the final coaching opportunity in operational know how and decision making Uses a straightforward and to the point style to help solidify and apply concepts Applies a hands on approach to completing tasks Perhaps most welcome for the anxious student is a chapter on where and how to apply for work how to write a resume sit for an interview and what to expect from employee seeking companies Students taking a course with this book can be confident of their options Hospitality Management Capstone Course-Iml

Walther,2006-02 **Development of a Test Blueprint for a Hospitality Management Capstone Course to Measure Programmatic Student Learning Outcomes** Jackie M. Stevenson,2010 The SAGE Handbook of Hospitality Management Roy C Wood,Bob Brotherton,2008-06-05 At last a comprehensive systematically organized Handbook which gives a reliable and critical guide to all aspects of one of the world s leading industries the hospitality industry The book focuses on key aspects of the hospitality management curriculum research and practice bringing together leading scholars throughout the world Each essay examines a theme or functional aspect of hospitality management and offers a critical overview of the principle ideas and issues that have contributed and continue to contribute within it Topics include The nature of hospitality and hospitality management The relationship of hospitality management to tourism leisure and education provision The current state of development of the international hospitality business The core activities of food beverage and accommodation management Research strategies in hospitality management Innovation and entrepreneurship trends The role of information technology The SAGE Handbook of Hospitality Management constitutes a single comprehensive source of reference which will satisfy the information needs of both specialists in the field and non specialists who require a contemporary introduction to the hospitality industry and its analysis Bob Brotherton formerly taught students of Hospitality and Tourism at Manchester Metropolitan University He has also taught Research Methods to Hospitality and Tourism students at a number of international institutions as a visiting lecturer Roy C Wood is based in the Oberoi Centre of Learning and Development India *Hospitality Management Education* Kaye Sung Chon,Clayton W Barrows,Robert H Bosselman,2013-04-03 Help students succeed now and in the future in any aspect of the hospitality field Hospitality Management Education focuses on the academic aspect of hospitality the mechanisms of hospitality education programs their missions their constituents and the outcomes of their efforts This book examines why people study hospitality management the vast opportunities the field offers and ways to best prepare students for a career in the industry or in

academia Within Hospitality Management Education you ll find exhibits figures tables and insight into innovative practice methods that will strengthen your skills as an educator and contributor to the growing success of this discipline Containing research and first hand accounts Hospitality Management Education offers you insight into qualities and strategies that make educators or employees effective and successful in the industry You ll find useful information to help you better prepare students and enhance your teaching skills such as understanding the history and advances of hospitality management education during the past 75 years stressing the difference between the hospitality industry and other industries to help prospective hospitality students understand the unique rigors of hospitality examining degree programs in the United Kingdom Australia and the United States to identify common global teaching trends differences and program outcomes enhancing student learning and education programs by linking academic hospitality programs to industry through internships involvement with industry associations and advisory councils assuring quality in academic programs through accreditation certification outside peer reviews outside reviews by the industry and administrative reviews of the faculty preparing for a professional academic career through strategic career planning networking and targeting hospitality programs Hospitality Management Education discusses educational trends as a whole over the past decade to give you insight into future directions of hospitality such as increased specialization growing numbers of faculty more funding and increased academic focus on research and scholarship In this valuable volume you ll find methods and suggestions that will make you a more knowledgeable and effective educator

Innovation in Hospitality Education Jeroen A. Oskam,Daphne M. Dekker,Karoline Wiegerink,2017-09-06 This book analyses the development of hospitality education from vocational to higher education and discusses the positioning of hotel schools It addresses questions such as Should hospitality management become part of generic business education Are the technical training programmes that have defined the identity of these schools a remnant of their vocational past or have they contributed to the successful careers of many hospitality graduates Topics discussed in the book are curriculum innovation the theory of experimentation the nature of hospitable behaviour information technology life long learning and developments for future curricula The book makes clear that the debate on the balance between theory and practice will not only define the future of hospitality management education but can also be considered a relevant case study in other business disciplines The history of hospitality education goes back to the end of the nineteenth and early twentieth century when hotel schools were founded to train the protocol and technical skills required to receive the travellers of those days Since then the scale and complexity of the hospitality industry and its professions have changed as well as our understanding of what makes a business whether it offers accommodation or something else hospitable The scope and educational level of hotel schools have evolved accordingly and hospitality management has become a popular discipline in the traditional and renowned hotel schools as well as in universities

International Hospitality Management Alan Clarke,Wei Chen,2009-11-04 International Hospitality Management issues

and applications brings together the latest developments in global hospitality operations with the contemporary management principles. It provides a truly international perspective on the hospitality and tourism industries and provides a fresh insight into hospitality and tourism management. The text develops a critical view of the management theory and the traditional theories looking at how appropriate they are in hospitality and tourism and in a multicultural context. The awareness of cultural environments and the specifications imposed by those cultures will underpin the whole text. International Hospitality Management is designed to instil a greater awareness of the international factors influencing the strategies and performances of hospitality organisation. The approach focuses on a critical analysis of the relevance and application of general management theory and practice to the hospitality industry. Consisting of three parts divided into 14 chapters each of which deals with a major topic of international management, the book has been thoroughly developed with consistent learning features throughout including Specified learning outcomes for each chapter. International case studies including major world events such as the September 11 Terrorist Attacks, the Argentine Financial Crisis, The SARS virus, The Institution of Euro, the accession of China to the World Trade Organization and the expansion of European Union as well as international corporations such as Marriott, Hilton, Intercontinental, McDonalds, Starbucks etc. It introduces the global market situation including Americas, Europe, Asia Pacific and Middle East. Study questions and discussion questions to consolidate learning and understanding. Links to relevant websites at the end of each chapter. On line resources and a test bank is available for lecturers and students.

Marketing Management for the Hospitality Industry Allen Z. Reich, 1997-04-07. The only advanced marketing textbook specifically focused on the hospitality industry. The time when you could run a hospitality business with nothing but a friendly smile and a strong work ethic has passed. Dining, lodging and entertaining habits are changing rapidly as the information age revolutionizes the world economy. More than ever, businesses must focus their marketing efforts on specific segments within the market. Success in the hospitality industry demands that you develop the cutting edge decision making skills necessary for effective strategic market management. Marketing Management for the Hospitality Industry provides comprehensive coverage of marketing from both long and short term perspectives. Each chapter is an actual component of an overall strategic marketing model and the book's easy to read, hands on approach simplifies complex material and enables you to grasp difficult concepts quickly and completely. Inside you'll find How to's for planning long and short term marketing strategies. Examples of successful marketing strategies. Specific techniques for analyzing markets. Strategic development and administrative aspects of marketing. Sample strategic marketing plans that clearly demonstrate how marketing strategies are applied in both the lodging and foodservice segments of the industry. Tips on integrating marketing strategy with overall business strategy. Numerous charts and tables that support the text and clarify difficult points. Whether you are a marketing manager, general manager of a hotel or restaurant, corporate manager or a student eager to make your mark on the industry with this indispensable guide, you will sharpen your competitive edge, reach

the customers you need and make the most of every opportunity to help your business grow Handbook of Research on Sustainability Challenges in the Wine Industry Marco-Lajara, Bartolomé, Gilinsky, Armand, Martínez-Falcó, Javier, Sánchez-García, Eduardo, 2023-04-18 In the wine industry sustainability is an extremely important issue for two main reasons Firstly the industry faces serious threats as a consequence of climate change as well as water and energy scarcity Secondly proper sustainable management of wineries can mean obtaining a competitive advantage by allowing them to increase market share and organizational innovation processes In this sense previous work has shown that customers tend to select wines that have been developed following sustainable practices despite not knowing what this means in practice The Handbook of Research on Sustainability Challenges in the Wine Industry serves as a guide for study reflection and critique to understand sustainability in the wine industry in its triple aspect economic social and environmental The book sheds light on the new trends and challenges of the wine industry making it a must read for academicians and managers who want to deepen their knowledge of the wine industry as well as its link with sustainability Covering key topics such as wine tourism green innovation and consumer behavior this major reference work is ideal for industry professionals business owners managers entrepreneurs researchers scholars academicians practitioners instructors and students **Stagnancy Issues and Change Initiatives for Global Education in the Digital Age** Neimann, Theresa, Felix, Jonathan J., Reeves, Stacy, Shliakhovchuk, Elena, 2020-09-04 At this juncture in the history and development of education in the digital age constituents of education systems across the globe are challenged with revising or rediscovering the purpose of educational institutions within societies Institutions need to retool to include digital games based and problem based learning and education itself must adapt to serve the needs of a diverse student population Stagnancy Issues and Change Initiatives for Global Education in the Digital Age is a cutting edge research publication that explores the complex discourse of trends shifts and changes happening in the field of education and to understand the implications for teaching learning and professional development The book helps educators understand how to make their pedagogy and andragogy relevant in the framework of constant technological shifts and changes in order to help students thrive in a global economy Featuring a wide range of topics such as gamification pedagogy and intercultural learning this book is ideal for curriculum designers academicians education professionals researchers policymakers and students **Research Anthology on Developments in Gamification and Game-Based Learning** Management Association, Information Resources, 2021-11-26 Technology has increasingly become utilized in classroom settings in order to allow students to enhance their experiences and understanding Among such technologies that are being implemented into course work are game based learning programs Introducing game based learning into the classroom can help to improve students communication and teamwork skills and build more meaningful connections to the subject matter While this growing field has numerous benefits for education at all levels it is important to understand and acknowledge the current best practices of gamification and game based learning and better

learn how they are correctly implemented in all areas of education The Research Anthology on Developments in Gamification and Game Based Learning is a comprehensive reference source that considers all aspects of gamification and game based learning in an educational context including the benefits difficulties opportunities and future directions Covering a wide range of topics including game concepts mobile learning educational games and learning processes it is an ideal resource for academicians researchers curricula developers instructional designers technologists IT specialists education professionals administrators software designers students and stakeholders in all levels of education

Tourism and Hospitality Education and Training in the Caribbean Chandana Jayawardena, 2002 This comprehensive text is vital reading for managers academics consultants and students involved in the growing tourism and hospitality sector in the Caribbean In twenty four articles the book analyzes significant initiatives trends and the challenges facing education and training institutions in the Caribbean Chapters on sustainable tourism environmental management and national resource development cover a wide variety of critical topics facing the industry Case studies from The Bahamas Barbados Belize Dominica the Dominican Republic Grenada Guyana Jamaica Mexico Trinidad and Tobago and Turks and Caicos Islands provide a diverse perspective for academics policymakers and the regional tourism sector

Hospitality With a Heart Joseph Koppel, Tom Van Dyke, Raphael R Kavanaugh, 2023-07-03 Published in Association with Campus Compact and the American Hotel and Lodging Educational Foundation and the National Restaurant Association The twentieth in AAHE and Campus Compact's series on service learning in the disciplines this volume takes a look at the programs and practices of hospitality educators who have expertly woven service learning into their curricula This book constitutes a useful introduction for both newcomers to service learning and for experienced teachers and presents much practical advice for practitioners and students at all levels of readiness

Handbook of Research on Global Hospitality and Tourism Management Camillo, Angelo A., 2015-08-17 The tourism industry is a multi billion dollar enterprise with more people from all cultures and nationalities choosing to spend their leisure time traveling and visiting new locations To exploit this burgeoning market tourism agencies must carefully consider the desires and goals of travelers from around the world The Handbook of Research on Global Hospitality and Tourism Management contributes to the body of knowledge on travel and tourism by presenting a global view of the hospitality industry including theoretical research into industry trends as well as case studies from around the world This handbook provides travel agents owner operators and students and researchers in the hospitality industry with the latest research findings and developments in the field Within this handbook of cutting edge research readers will find chapters and cases on topics such as travel and tourism in a global economy local glocal and international hospitality challenges in environmental management cultural cuisine and destination management among others

A Guide to College Programs in Culinary Arts, Hospitality, and Tourism Council on Hotel, Restaurant and Institutional Education, 1999 Your gateway to today's hottest careers Over 550 Programs Worldwide Your complete guide to educational opportunities in Culinary Arts

Restaurant Management Foodservice Hotel and Lodging Management Convention and Meeting Services Travel and Tourism Recreation Services Good food interesting people fun and exotic places competitive salaries and lots of room for advancement these are just some of the reasons why so many people are being drawn to careers in culinary arts hospitality and tourism But before you can take advantage of the many opportunities opening up in today's fastest growing industry you've got to get the right kind of education and this guide tells you how Developed by members of CHRIE the 1 association of hospitality and tourism industry educators it helps you Decide if a career in the hospitality and tourism industry is what you want Find the industry sector and career path that are right for you Determine what kind of training you'll need Zero in on the college program tailored to your interests talents and goals The only complete guide to accredited programs in all areas of hospitality and tourism education the CHRIE guide gives you the complete rundown on two year four year and graduate level programs in North America and abroad Each detailed listing fills you in on everything you need to know about admission faculty facilities program features financial aid job placement and much more Handbook of Research on Strategic Communication, Leadership, and Conflict Management in Modern Organizations Normore, Anthony, Javidi, Mitch, Long, Larry, 2019-03-08 As communication and leadership skills are both essential for personal and organizational success new approaches and management styles are continuously being sought Emerging technologies automation opportunities and a diverse workforce are just a few of the challenges business professionals must be prepared for in today's workplace environment The Handbook of Research on Strategic Communication Leadership and Conflict Management in Modern Organizations provides emerging research exploring the theoretical and practical aspects of managing and solving conflicts and introduces updated approaches for refining communication and leadership skills Featuring coverage on a broad range of topics such as emotional intelligence organizational crises and virtual team management this book is ideally designed for professionals leaders managers and human resource specialists seeking current research on developing the skills and consciousness needed to effectively communicate negotiate and collaborate in diverse organizations

Handbook of Research on Human Capital and People Management in the Tourism Industry Costa, Vânia Gonçalves, Moura, Andreia Antunes, Mira, Maria do Rosário, 2020-10-09 The tourism industry is an industry of people and is directly dependent on the performance of activities skills professionalism quality and competitiveness Approaching the perspective of people management stresses the need to humanize companies making empowerment and commitment easier These are key to setting talents and more importantly to encouraging these individuals to put their creative capacities to the service of the companies for which they work Only by being collaborative internally does business gain competitive capacity in the global marketplace This aspect is crucial in tourism in the face of strong and growing competition in the sector Human Capital and People Management in the Tourism Industry is a crucial reference source that reveals groundbreaking human resource policies for tourism destinations revolutionary human capital managerial business approaches in tourism innovative

tourism training perspectives and new tourism qualification prospects Featuring research on topics such as intellectual capital human resource management and financial performance this book is ideally designed for business managers entrepreneurs human resource officers industry professionals academicians students and researchers *A Guide to College Programs in Hospitality and Tourism* Council on Hotel, Restaurant and Institutional Educa,1997 The future is in your hands with the brand new edition of A Guide to College Programs in Hospitality Tourism Over 550 college and university programs worldwide with 50 new school listings The hospitality and tourism industry is one of the world's biggest and fastest growing business areas with a terrific employment outlook for the years ahead if you have the education and skills to meet the rising demand for qualified professional staff Where can you get the training you need Which program is the right one for you This specialized guide helps you answer these crucial questions and more with career information and college listings covering Industry career paths and opportunities Trends in hospitality and tourism education Program components comparison and selection Individual program features and application procedures Accreditation and student enrollment Admission and graduation requirements Sources of financial aid You'll also find Listings indexed alphabetically and by degree type area of specialization and geographical location A useful contact list of professional organizations And much more Culinary arts Restaurant management Foodservice Hotel and lodging management Convention and meeting services Travel and tourism Recreation services

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