

HOSPITALITY ACADEMY

PROGRAM INFORMATION

KALAMAZOO VALLEY COMMUNITY COLLEGE
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HOSPITALITY INDUSTRY OVERVIEW

SALARY RANGE: \$8.00 –\$12.00 per hour to start.

PERSONAL INTERESTS: Communicating with others, working with people, and dealing with the public.

WORK ENVIRONMENT: Lodging organizations, food service, event venues, hospitals, banquets, resorts, and spas.

THE HOSPITALITY INDUSTRY

Hospitality organizations continue to demand qualified, knowledgeable employees who are ready to excel in the world of hospitality. Hospitality jobs have attained a much higher status in society and demand higher standards of work from its employees. In addition to knowledge and experience, one of the most important things that an employer looks for are personal qualities, which include a keen attitude, a friendly disposition, neat appearance, personal hygiene, a willingness to work, and honesty, among others.

WORKING CONDITIONS

Hotels are open around the clock, so night and weekend work is common. Employees must be able to deal with hotel patrons, and assist guests with a focus on customer service and workplace ethics.

TRAINING, OTHER QUALIFICATIONS

Often managers are promoted from the ranks of front desk clerks, housekeepers, waiters and chefs, and hotel sales workers in hospitality. And although some employees still advance to hotel management positions without education beyond high school, additional training is preferred. Career advancement can be accelerated by completion of certification programs. These programs usually require a combination of course work, examinations, and experience.

JOB OUTLOOK

According to projections from local employers, the availability of full time positions each year in hotel and lodging, catering, conference and event venues, hospitals, retail, food and beverage and resorts and spas continues to grow. KVCC's Hospitality Academy provides participants with the training, credentials, and contacts they need to move into a high growth job in hospitality. A career in hospitality offers strong benefits, competitive compensation, and promotion from within, a wealth of careers, and a respect for diversity.

EARNINGS

Annual earnings of hotel managers and assistants were between \$19,820 and \$34,690. The lowest 10 percent had earnings of less than \$14,430, while the top 10 percent earned over \$45,520.

RELATED OCCUPATIONS

Other occupations concerned with organizing and directing a business where customer service is the cornerstone of their success, include restaurant managers, apartment building employees, retail store associates, and office personnel.

The Hospitality Academy is an intensive training program that requires a commitment for 7 weeks. The Academy will be held **Monday through Thursday 8a.m. – 1p.m.** at Kalamazoo Valley Community College's **M-TEC**, 7107 Elm Valley Drive in Kalamazoo, MI 49009.

INTRODUCTION TO THE HOSPITALITY ACADEMY

The Hospitality Academy provides specific hands on training aligned with the American Hotel & Lodging Association. The curriculum provides training for hospitality positions in the rooms division and food and beverage division of a lodging operation, including front desk, reservations, housekeeping, bell services, restaurant service, and banquet set-up and service. Guest service, professionalism, career exploration, communication, ethics, and job search skills are other important components of this program. Students of the hospitality Academy gain the skills needed to begin a rewarding career in hospitality or any other customer-oriented business.

SUCCESSFUL COMPLETION OF THE PROGRAM

The Hospitality Academy curriculum is based on the recommendations of Kalamazoo hospitality industry leaders and the American Hotel & Lodging Association (AH&LA), the world leader in hospitality education. The local AH&LA partnership and local employer input reflects the most current industry practices and trends and allows students who successfully complete the program to earn a globally recognized certificate of completion in addition to a voucher for line-level certification after 90 days on the job.

An American Hotel and Lodging certification validates specific skill competencies and provides recognition of a job well done. It also shows employers that an employee takes his or her career seriously and will be a strong asset to the company. Successful completion of the program requires:

- Written and practical demonstration of hospitality training competencies
- To pass the American Hotel and Lodging Association START Certification Exam

COST OF THE PROGRAM

The registration fee includes all materials, supplies, books and equipment.

APPLICATION PROCESS

Fifteen (15) seats are available in this Academy. Once an applicant is accepted into the program, they will be asked to provide a \$250 deposit to reserve their seat in the class. Full payment is due two weeks before the start of class. Students receiving financial assistance through a 3rd party agency will not be considered registered until written confirmation has been received from the 3rd party agency.

Applications are available online at www.kvcc.edu/training or for pick up at the M-TEC, located at 7107 Elm Valley Drive in Kalamazoo, MI. Candidates applying for admission to this academy will be asked to demonstrate the background and capabilities employers require. Each student will be selected for the training based on suitability for work in the hospitality industry.

Mail or Deliver Applications to: Hospitality Career Academy
M-TEC at Kalamazoo Valley Community College
7107 Elm Valley Drive
Kalamazoo, MI 49009

A completed application does not guarantee admission into the Hospitality Academy. Admission is based on assessment of each candidate and the candidate's ability to meet the requirements outlined in the application. KVCC will notify candidates by mail should their application be denied for any reason.

HOSPITALITY ACADEMY CURRICULUM

In addition to the classroom training, students will practice all job skills in a mock lab. All students will participate in onsite field experience at various lodging, food and beverage, and event organizations in Kalamazoo. During the field experience, students will have an opportunity to network with employers and gain a broad understanding of the departments within a hospitality organization.

ORIENTATION: Students will first be introduced to the Academy staff and instructor. A training facility tour and an overview of KVCC services will be addressed. At the beginning of the session we will introduce students to the rules of conduct, learning objectives, training methods, and requirements for successfully completing the program.

HOSPITALITY CAREERS: In the introductory sessions of the training we will address the various hospitality jobs, the different functions in the hospitality industry, and the many different career paths available. This section also covers the effect that the lodging industry has on the US economy, types of lodging organizations, departments and divisions within hospitality, and the benefits of working in this industry.

GUEST SERVICE IN HOSPITALITY: This module will explain the importance of guest service to the hospitality industry and identify the differences between guest service and exemplary guest service. Students will learn the importance of “spirit” when providing guest service, procedures and techniques for providing guest service, the importance of going the extra step, and special procedures for accommodating guests with special needs. Student will also learn the importance of letting the guest complain, how to handle guest complaints, types of complaints, and how-to identify them.

PROFESSIONALISM: Students will learn the definition of what it means to present a professional image in the lodging industry. They will learn the importance of good personal grooming in maintaining a professional image, and how a pleasant personality affects guests and fellow employees. The training will address the basic expectations of most lodging employers, standards of professional conduct, getting along with supervisors, and work schedules. Students will learn the importance of teamwork, formal and informal work groups, diversity, and strategies for getting along in a diverse workplace.

SAFETY AND SECURITY: This module will identify how OSHA regulations affect lodging properties. We will discuss safe methods for lifting, moving, and carrying items. Students will learn about blood borne pathogens, access control, key control, and other elements of guestroom security. We will address how to prevent theft, deal with disturbances, and responding to suspicious people.

ROOMS DIVISION: Students will learn the departments commonly found in the rooms division – front office, reservations, communications, uniformed services, retail, concierge, bell services, and housekeeping. We will address the stages of the guest cycle and courteous telephone behavior. Students will learn about the importance of knowing about the community, giving directions, transportation options, and courteous elevator behavior.

FRONT DESK REPRESENTATIVE: In this module we will discuss how front desk representatives interact with other departments, hotel target markets, and the guestroom reservation type desk equipment. We will discuss the importance of room racks for organizing guest information, and the various terms for describing guestroom inventory, rates, and status. In addition we will address the front desk computer system, procedures for checking in a guest, payment methods, checking out, and services during occupancy and daily duties at the front desk.

RESERVATIONIST: Students will learn the importance of the reservationist system, the purpose of reservations and 800 Number printers. We will discuss the purpose of yield management, room forecasting, and guest history systems. The process of taking guest room reservations, procedures for documenting reservations calls, effective telephone sales techniques, how to handle special room requests and the procedures for processing reservation records and confirmations will also be addressed.

PBX OPERATOR: Explaining the role the PBX Operator plays in the lodging operation and the nine qualities that make up an excellent PBX operator will be addressed in this training module. Students will learn the use of a front office phone system, how to use a switchboard to restrict guest phones, and process wake up calls. In addition we will address guest privacy and security measures, how to use the guest information directory, processing guest mail, packages, telegrams, faxes and messages, and explain how to answer guests’ questions about property, services, and events.

BELL SERVICES: In this module students learn the important role bell services attendants play in the hospitality industry. They will learn the importance of a posting system, the use of a bell stand log books and front sheets, and the importance of respecting guest property, key control, and tip accepting and reporting methods. Welcoming and assisting guests, guest luggage handling, arranging transportation, and the importance of cleaning entrance, lobby, and drive up areas of the property will also be discussed.

GUESTROOM ATTENDANT: Students learn the essential role a guestroom attendant plays and how to provide superior performance standards to enhance the guests' overall experience. We will address the use of a room assignment sheet, stocking a cart, correct methods for entering a room, and how to handle unusual guestroom situations. How to prepare a guestroom for cleaning, the process of cleaning a room, making a bed, replenishing supplies, and putting the finishing touches on a guestroom will all be discussed.

MAINTENANCE WORKER: The importance of maintenance workers and their role within a lodging organization will be addressed in this training module. We will discuss how preventative maintenance can save a property time and money, security procedures, OSHA regulations, and general maintenance worker duties.

LAUNDRY ATTENDANT: The importance of laundry attendants and their role within a lodging organization will be addressed in this training module. We will discuss linen types, the laundry cycle, and how to clean and maintain a work area. General laundry attendant duties will also be addressed.

PUBLIC SPACE CLEANER: Students will learn the importance of the public space cleaner to a lodging property. We will discuss superior performance standards that must be met, how to respond to unusual guest situations, how to work efficiently, cleaning cart use, and how to clean the various surfaces.

FOOD AND BEVERAGE: Students will learn the importance of a food and beverage operation, proper telephone etiquette, taking departments commonly found in the food and beverage division. We will address the primary reservations, and various tipping policies in restaurants. Students will learn the process of creating a restaurant menu, the importance of being familiar with the menu, and a summary of the point-of-sale system. The importance of food quality and presentations, the most common terms to describe how food is prepared, and common garnishes will also be discussed.

RESTAURANT SERVER: This module introduces the job of a restaurant server, ways servers work as a team, superior performance standards, and how to suggestively up sell. Students will learn how to set-up a restaurant for service, how to greet guests, how to provide service for beverages and food. We will identify how to deal with dissatisfied guests, maintaining tables, and ways to sell after dinner items.

BANQUET SET-UP EMPLOYEE: This training module will address the role of banquet setup employees, what a banquet event order is, different types of function rooms, and how to handle guest packages. Students will learn the basic food and beverage equipment used in banquets, audiovisual equipment, table set-ups, lighting, room set-up, and other set-up and take-down functions. We will identify how banquet set-up employees contribute to the property's security, general cleaning tasks, and end-of-shift duties.

BANQUET SERVER: Describing the role of the banquet services, students will learn the role a server plays in exceeding guest expectations. The care and use of dinnerware place setting, preparing beverages, and the proper way to lift and carry a tray when serving will also be addressed. Students will learn each course served in a banquet, how to maintain tables, and how to settle guest checks.

BUS PERSON: Students will learn the role the bus person plays in a lodging organization. Tasks performed by a bus person, dinnerware used, and procedures for preparing tables, stocking materials, and side work will all be discussed.

EMPLOYABILITY SKILLS AND JOB SEARCH: Students will progressively learn the skills necessary to conduct a job search, from filling out an application and creating a resume, the job search, networking, and interviewing skills. These training modules will be weaved in progressively throughout the Academy to prepare students for employment at commencement.