



## HCTM 200 - Introduction to Luxury Service Course Outline

Approval Date: 02/13/2020

Effective Date: 06/08/2020

### SECTION A

**Unique ID Number** CCC000615975

**Discipline(s)** Hotel and Motel Services

**Division** Career Education and Workforce Development

**Subject Area** Hospitality, Culinary & Tourism Management

**Subject Code** HCTM

**Course Number** 200

**Course Title** Introduction to Luxury Service

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

**Rationale for adding this course to the curriculum** Industry desired certification for the luxury service sector in 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

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**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 guided by the benchmark standards for luxury service in The Napa Valley. The course is designed to provide students with awareness of the luxury service industry in The Napa Valley. This course will introduce the Luxury Hospitality Standards used by hotels 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):** *None*

1b. **Corequisite(s):** *None*

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

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

## SECTION E

### Course Outline Information

#### 1. Student Learning Outcomes:

- A. Students can define the luxury service industry in The Napa Valley, and are able to demonstrate the impact of the luxury market on tourism in The Napa Valley.
- B. Students can define Forbes Travel Guide and the importance of standards.

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

- A. Define Forbes Travel Guide and the importance of standards.
- B. List the Forbes Travel Guide luxury classifications.
- C. Explain how a luxury experience is created through Courtesy and Manners standards.
- D. List three key physical behaviors required to begin a successful Guest interaction.
- E. Identify a gracious tone and appropriate pace in a Guest interaction.
- F. Identify why the employees are unapproachable.
- G. List three core standards specific to telephone conversations.
- H. Identify how a luxury experience is created through Graciousness, Thoughtfulness and Sense of Personalized Service standards.
- I. Describe what anticipation of needs, genuine interest and concern for the Guest look like.
- J. List five standards that illustrate Graciousness, Thoughtfulness and Sense of Personalized Service standards.
- K. Explain when it is appropriate to use a Guest's name.
- L. Explain why effective communication among staff is required to execute Graciousness, Thoughtfulness and Sense of Personalized Service standards.
- M. Define the term "well-groomed".
- N. List three core standards of Staff Appearance.
- O. Identify alert posture and professional behavior.
- P. Explain how a luxury experience is created through Technical Execution, Skill and Knowledge standards.
- Q. Recall what to do when not knowing the answer to a Guest request.

- R. Explain how Efficiency standards create a luxury experience.
- S. Explain how Cleanliness and Condition standards create a luxury experience.
- T. List the four core Food and Beverage Quality standards.
- U. Define Elements of Luxury classification according to Forbes Travel Guide.
- V. Identify physical Elements of Luxury.
- W. Identify emotional Elements of Luxury.
- X.

### 3. Course Content

- A. Luxury service in The Napa Valley
  - a. Luxury Standards in The Napa Valley
  - b. The importance of ratings systems in the luxury market
- B. Introducing Luxury Standards
- C. Courtesy and Manners
  - a. The Basics
  - b. Talking the Talk
- D. The Unapproachable Employee
- E. Telephone Etiquette
- F. Guest Preferences and Anticipatory Service
- G. Name Recognition and Communication
  - a. Using the Guest's Name
- H. Staff Appearance
- I. Technical Execution, Skill and Knowledge
- J. Efficiency
- K. Cleanliness and Condition
- L. Food and Beverage Quality
- M. Elements of Luxury
- N.

### 4. Methods of Instruction:

#### Discussion:

**Visiting Lecturers:** Hotel Managers and Industry Experts

**Online Adaptation:** Discussion, Journal

**2. 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

Papers -- Research paper on the luxury market in The Napa Valley.

Letter Grade or P/NP

**3. 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
  - Paper on the luxury market in The Napa Valley.
- C. Other Assignments
  - Online Discussion Boards

### 4. 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.**