



Alison - Course Design Information

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Introduction to Developing a Course for Alison

This document contains basic information about how courses are created for publishing on the Alison website.

The document begins by showing how typical courses on Alison are structured and introduces the concepts of Modules and Topics.

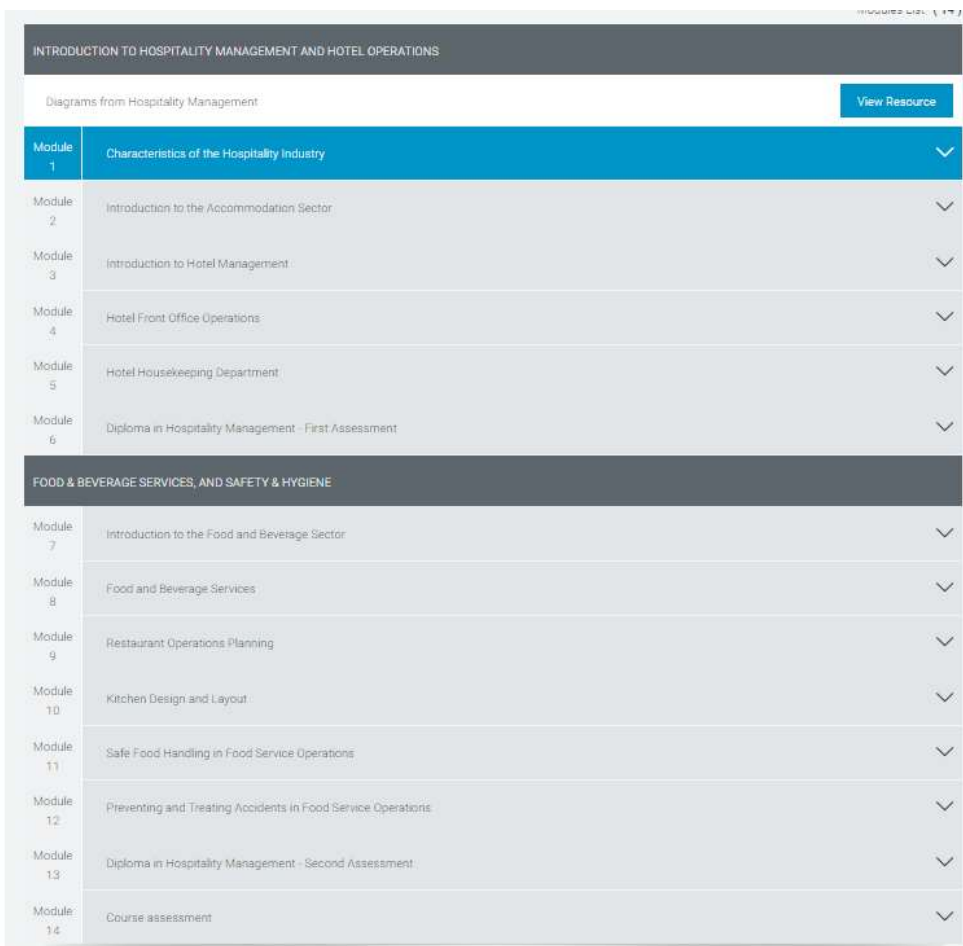
The document next describes how content for individual Topics is designed. Sample screenshots are used to show how text and graphics on an individual screen can be presented.

Finally, the document presents information about videos and the 11 question types that can be created.

This is an introductory guide to how courses are created for publishing on Alison. For detailed information or any additional queries contact the Course Publishing team at Alison.

Modules and Topics

Courses on Alison are structured by dividing the content into Chapters, Modules and Topics, as explained below.



INTRODUCTION TO HOSPITALITY MANAGEMENT AND HOTEL OPERATIONS	
Diagrams from Hospitality Management View Resource	
Module 1	Characteristics of the Hospitality Industry
Module 2	Introduction to the Accommodation Sector
Module 3	Introduction to Hotel Management
Module 4	Hotel Front Office Operations
Module 5	Hotel Housekeeping Department
Module 6	Diploma in Hospitality Management - First Assessment
FOOD & BEVERAGE SERVICES, AND SAFETY & HYGIENE	
Module 7	Introduction to the Food and Beverage Sector
Module 8	Food and Beverage Services
Module 9	Restaurant Operations Planning
Module 10	Kitchen Design and Layout
Module 11	Safe Food Handling in Food Service Operations
Module 12	Preventing and Treating Accidents in Food Service Operations
Module 13	Diploma in Hospitality Management - Second Assessment
Module 14	Course assessment

Figure 1: This is an example of a course that is divided into two Chapters. The first Chapter is titled 'Introduction to Hospitality Management and Hotel Operations'. The second Chapter is titled 'Food & Beverage Services and Safety & Hygiene'. Each of these Chapters contains Modules.



Figure 2: Each Chapter is broken down in to Modules. The example above shows a list of three Modules from a Hospitality Management course. Within each Module there are Topics (see Figure 2 below).



Figure 3: Within each Module the course content is broken into Topics. The example above shows the Topics within Module 1. Each Topic is a discrete unit of learning.

Individual Topics

Learning Outcomes



On successful completion of this module, you will be able to:

- Describe the characteristics of the hospitality industry.
- Explain the relationship between the hospitality and tourism industries.
- Discuss career prospects and career paths, within the hospitality industry.
- Define what is meant by fringe benefits.
- Describe what is involved in shift work.
- Explain what is meant by service efficiency.
- Identify the classification of accommodation.
- Explain the hotel classification/rating system.
- Discuss the different types of accommodation.

Topics

- < Previous Topic
- 1 Learning Outcomes**
- 2 Characteristics of the Hospitality Industry
- 3 Career Prospects in the Hospitality Industry
- 4 The Accommodation Sector
- 5 Lesson Summary
- > Next Topic

Figure 4: We list the Learning Outcomes for the module in the first topic at the start of the module. This informs learners about what they will be able to do having completed the module.

Characteristics of the Hospitality Industry



Characteristics of the Hospitality Industry

What is the **meaning of Hospitality**? There is no one single and simple definition to explain the term hospitality.

Some have tried to summarize the scope of the industry and its characteristics of involving both tangible and intangible features in the service delivery process.

Others attempted to describe the industry by exploring the stakeholders involved, mutual benefits generated and the industry's impacts to the society and economy.



Note Hospitality is the act of kindness in welcoming and looking after the basic needs of customers or strangers, mainly in relation to food, drink and accommodation.

A contemporary explanation of hospitality refers to the relationship process between a customer and a host. When we talk about the "hospitality industry", we are referring to the companies or organizations which provide food and/or drink and/or accommodation to people who are "away from home".

Topics

- < Previous Topic
- 1 Learning Outcomes
- 2 Characteristics of the Hospitality Industry**
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- 5 Lesson Summary
- > Next Topic

[Back to Modules](#)

Figure 5: The structure of a typical Topic introduction page:

The topic title is at the top for the first page of the topic.

A subtitle can be used for the content on the page.

Course text - The text is presented as short paragraphs that are easy to read; important key words or phrases can be highlighted in bold.

Page Assets

A variety of different types of assets for presenting course material are available - For detailed information about them please contact the Course Publishing team at Alison.

The Accommodation Product - Part 2

Types of Bed

Header asset – You can add headers to pages

Since guests cannot examine the hotel product before purchase, front office staff must have a clear understanding of the accommodation product and describe it accurately and clearly to the guest. Examples include:

1. Room rate
2. Size of beds
3. Frequent-guest programme
4. Other services provided to the guest

List asset – You can add lists to pages

Scope of the Hospitality Industry



The term "Guest" can be defined as a person who patronizes a hotel, restaurant, etc., for lodging, food, or entertainment purposes.

Image asset – You can add images to pages

Tangible	<p>Tangible features</p> <p>For example, a steak as the main course, a glass of house wine, well-groomed service staff and decoration of the restaurant.</p>
Intangible	<p>As products and other tangible features can be easily imitated by competitors, hospitality operations which aim for high-end customers and superior quality gradually spend more and more resources in enhancing the service standard as a strategy of differentiation.</p>

Vertical Tabs asset – You can add tabs to pages



Accessible Room	History	Cancel	Extended Stay
Accessible Room <p>This room type is mainly designed for disabled guests and it is required by law that hotels must provide certain number of accessible rooms to avoid discrimination.</p> <p>Common features include safety bars and emergency buttons in the bedroom and bathroom, touch floor lamps, the alarm lights, and outward opening door for bathroom, etc.</p> <p>The rooms should always be located at ground or at lower floors and should be near to the elevators for easier accessibility of disabled guests.</p>			

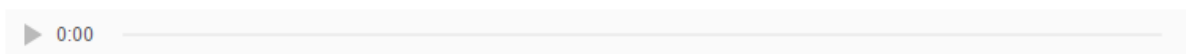
Horizontal Tabs asset – You can add tabs to pages

A screenshot of a horizontal tabs interface. The top tab is 'Adjacent Room' and is highlighted in green. Below it, a list of other room types is shown in a light grey box: 'Adjoining Room', 'Connecting Room', 'Smoking/Non-Smoking', 'President Suite', and 'Villa'. Each item in the list has a small plus sign to its right.

Accordion Tabs asset – You can add tabs to pages



Video asset – You can add videos to pages



Audio Asset – You can add audio to pages

Types of Bed	Size
Twin	39" x 75"
Double	54" x 75"
Queen	60" x 80"
King	78" x 80"

Table Asset – You can add tables to pages

Hotel Classifications




In some countries, hotels were built to serve middle-class families and, when the economy in general boomed and room supply increased; hoteliers then focused on setting themselves apart by offering specialized accommodation for:

- **Conventioneers**
- **Business groups**
- **Special weekend events and families**

As diversity flourished so did competition and brand loyalty. Anyone who can pay (within reason) can rent a room for a night in a hotel. Hotels vary greatly in style and services, from luxury, business, resort, townhouse to boutique and budget.

Figure 6: Graphics can be added to pages; text information can be presented in different ways (e.g. lists, tabs, tables etc.)

 Lesson Summary

The key points from this module are:

Hospitality is the act of kindness in welcoming and taking after the basic needs of customers or strangers, mainly in relation to food, drink and accommodation.

Five key characteristics:

1. Product/Service
2. Communication
3. Relationships
4. Cultural diversity
5. Labor

There are two main business sectors in the hospitality industry:

Accommodation - To provide accommodation (and usually food and drink) to people who for whatever reason are away from home.

Food and beverage - To provide food and beverage to local, commuting, transient customers and tourists.

Topics

← Previous Topic

- 1 Learning Outcomes
- 2 Characteristics of the Hospitality Industry
- 3 Career Prospects in the Hospitality Industry
- 4 The Accommodation Sector
- 5 Lesson Summary
- Next Topic →

Back to Module

Figure 7: A Lesson Summary topic should be included at the end of a module. This summarizes the key information in the module.

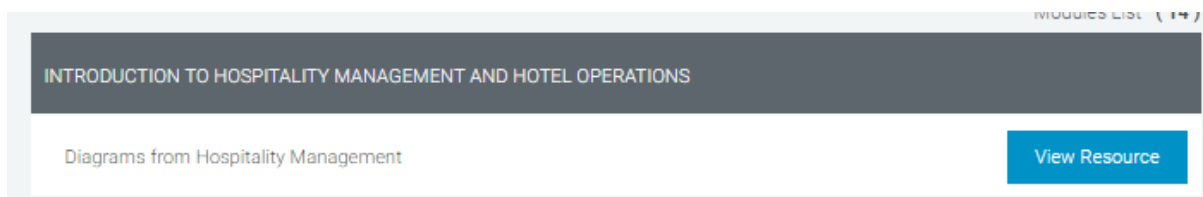
Videos



Figure 8: Videos with large file size should be presented as individual Topics. We stream these from Alison's Vimeo channel.

Resources

Resources such as pdfs documents can also be added to a course.





Meta Titles, Meta Descriptions and Keywords for Search Engine Optimization

To improve search engine ranking (SEO) meta titles, meta descriptions and keywords are written at course level and topic level:

- Meta Title for SEO (Maximum 60 Characters including spaces)
- Meta Description for SEO (Maximum 160 Characters including spaces)
- Keywords for SEO (Minimum 3; Maximum 5)

Please enter Meta Title here...

Diploma in Hospitality Management | Free Online Course | Alison

7 Characters left

Enter course Meta Description here...

In this online course, learn about the essential principles of hospitality management and the concepts and skills required in the hospitality sector.

11 Characters left

Please specify course keywords here...

Hospitality Management, Hotel Departments, Food and Beverage Services

For detailed information on how to write meta titles, meta descriptions and keywords contact the Course Publishing team at Alison.



Guide to Question Types for Assessments

All course on Alison have a graded (80% or more pass rate) assessment at the end of the course.

Examples of assessments questions include the following:

- True/False
- Multiple Choice
- Multiple Response
- Fill in the Blank
- Word Bank
- Matching Drag and Drop
- Matching Drop-down
- Sequence Drag and Drop
- Numeric
- Hotspot

The number of questions and the content of the questions should be an accurate and fair representation of the learning outcomes a student should achieve having successfully studied a course.

True/ False

True/False is a graded question that requires the user to select the single correct choice from two choices. It is usually written in the form of a statement that is either true or false.

A screenshot of a True/False assessment question interface. The question text reads: "True or False. 5-star hotels are aimed at providing one-on-one services to their customers, staff-to-guest ratios are high." Below the text are two radio button options: "True" and "False". A green "Submit answer" button is positioned below the options, and a "Next" button is located at the bottom right. A question mark icon is visible in the top right corner of the question area. The background features a faint graphic of a human head with a brain.



Multiple Choice

Multiple Choice is a graded question that requires the user to select the single correct choice from a maximum of 4 possible choices.

A screenshot of a quiz question interface. The question text is "What is meant by the term 'adjoining rooms'? Choose one." Below the question are four radio button options: "Rooms that are side by side and have a connecting door", "Rooms that are side by side, but have no connecting door", "Rooms close by, but are not side by side", and "A room with one or more bedrooms and a living space". At the bottom of the question area are two buttons: "Submit answer" and "Next". A small blue question mark icon is in the top right corner of the question area.

Multiple Response

Multiple Response is a graded question that requires the user to select all of the correct choices from a maximum of 5 possible choices. Any number of choices can be correct, and the user must select all correct choices for the question to be graded as correct.

A screenshot of a quiz question interface. The question text is "What are the main responsibilities of the general manager (GM)? Choose two." Below the question are four checkboxes with labels: "Hotel performance", "Hiring of staff", "Maintaining the hotel", and "Coordinating departments". At the bottom of the question area are two buttons: "Submit answer" and "Next". A small blue question mark icon is in the top right corner of the question area.

Fill in the Blank

Fill in the Blank is a graded question that requires the user to enter the answer in a blank field. There is only one correct answer to this type of question, although different answers can be entered to account for variations in response.

A screenshot of a 'Fill in the Blank' question interface. The question text reads: 'A well-designed menu is a communication, cost control, and a _____ tool for your restaurant. Fill in the blank.' Below the text is a large green rounded rectangular input field containing the word 'marketing'. To the right of the input field is a small blue question mark icon. Below the input field is a green 'Submit answer' button. At the bottom right of the interface is a green 'Next' button. The background features a faint illustration of a brain and a large question mark.

Word Bank

Word Bank is a graded question that requires the user to drag and drop the correct choice into the empty box. The user must select the single correct choice from a maximum of 5 possible choices.

A screenshot of a 'Word Bank' question interface. The question text reads: '_____ is the core product of a hotel, and is always one of the largest revenue sources in a hotel operation. Drag the correct answer to the box.' Below the text is a large green rounded rectangular input field. Below the input field is a list of four options: 'diversity', 'service', 'accommodation', and 'hospitality'. Below the list is a green 'Submit answer' button. At the bottom right of the interface is a green 'Next' button. The background features a faint illustration of a brain and a large question mark.

Matching Drag and Drop

Matching Drag and Drop is a graded question that requires the user to drag and drop items in the second column to match items in the first column. There is a maximum of 5 matching pairs. All items in the match column must correctly correspond to all items in the choice column for the question to be graded as correct.



Matching Drop-down

Matching Drop-down is a graded question that requires the user to select items from drop-down menus to match items in the first column. There is a maximum of 5 matching pairs. All items in the match column must correctly correspond to all items in the choice column for the question to be graded as correct.





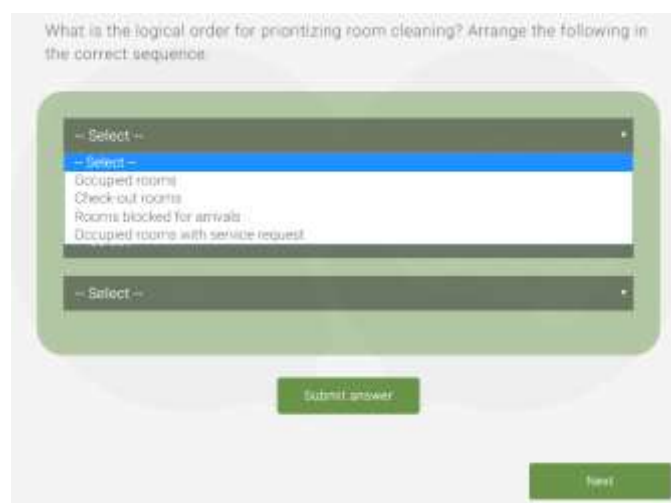
Sequence Drag and Drop

Sequence Drag and Drop is a graded question that requires the user to drag and drop items to arrange in sequence. There is a maximum of 8 sequence items. All items must be in the proper sequence for the question to be graded as correct.



Sequence Drop-down

Sequence drop-down is a graded question that requires the user to select items from drop-down menus to arrange in sequence. There is a maximum of 8 sequence items. All items must be in the proper sequence for the question to be graded as correct.





Numeric

Numeric is a graded question that requires the user to enter the correct numeric value. Specify a single number. The user is restricted to entering only numbers when answering this question.

A screenshot of a question interface. The question text reads: "How many key characteristics, relate to the hospitality industry? Answer in numeric form." Below the text is a green input field containing the number "5". To the right of the input field is a small blue question mark icon. Below the input field is a green "Submit answer" button. At the bottom right of the interface is a green "Next" button. The background features a faint brain icon and a large question mark.

Hotspot

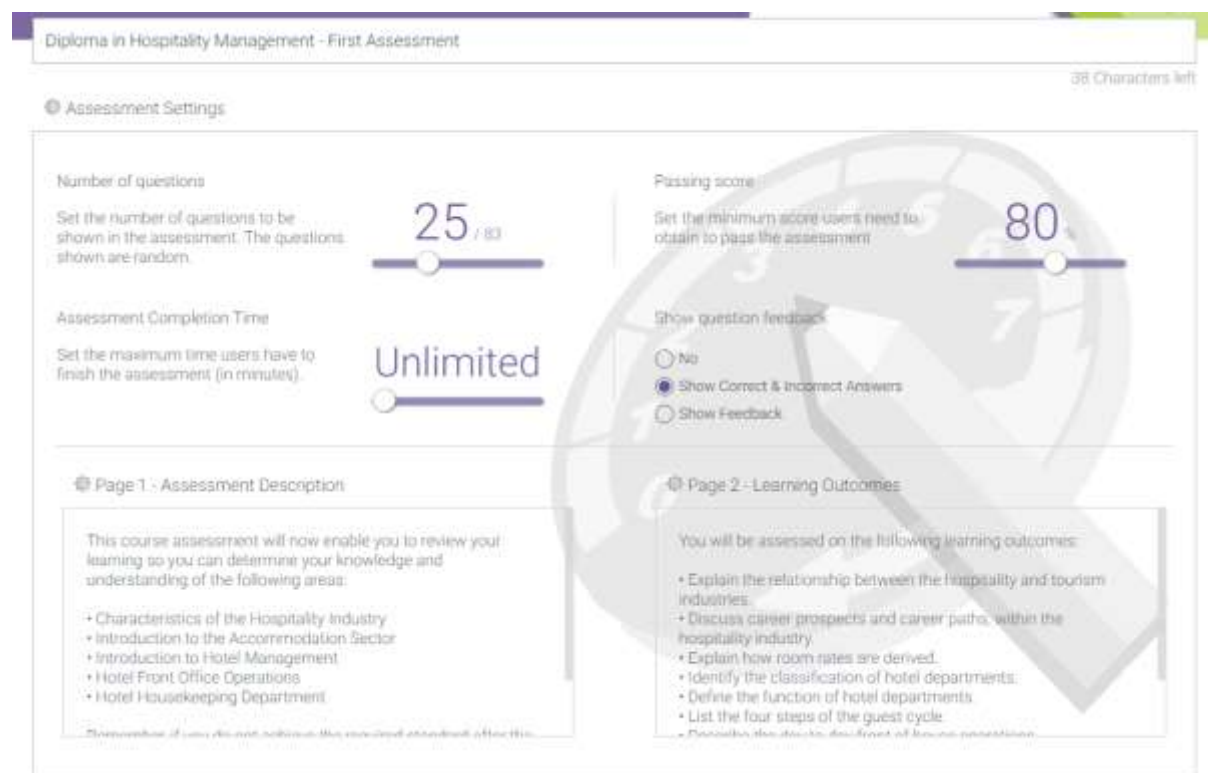
Hotspot is a graded question that requires the user to click on the correct area within the image. Specify the correct area with a rectangle, an oval or a freeform shape.

A screenshot of a question interface. The question text reads: "Which of the following steps shows the first aider checking for the carotid pulse? Click on the correct image below." Below the text is a grid of four numbered images: 1. A hand holding a pulse oximeter. 2. A hand checking the carotid pulse. 3. A hand checking the radial pulse. 4. A hand checking the femoral pulse. Below the grid is a green "Submit answer" button. At the bottom right of the interface is a green "Next" button. The background features a faint brain icon and a large question mark.

Assessment Settings

Settings for the assessment can be changed such as:

- Number of questions asked
- Assessment completion time
- Passing score
- Type of question feedback



The screenshot shows the 'Assessment Settings' page for a 'Diploma in Hospitality Management - First Assessment'. The page is titled 'Assessment Settings' and has a character count of '38 Characters left'. The settings are as follows:

- Number of questions:** Set to 25 / 80. Description: 'Set the number of questions to be shown in the assessment. The questions shown are random.'
- Assessment Completion Time:** Set to Unlimited. Description: 'Set the maximum time users have to finish the assessment (in minutes).'
- Passing score:** Set to 80. Description: 'Set the minimum score users need to obtain to pass the assessment.'
- Show question feedback:** Options include 'No', 'Show Correct & Incorrect Answers' (selected), and 'Show Feedback'.

Below the settings, there are two pages of content:

- Page 1 - Assessment Description:** This course assessment will now enable you to review your learning so you can determine your knowledge and understanding of the following areas:
 - Characteristics of the Hospitality Industry
 - Introduction to the Accommodation Sector
 - Introduction to Hotel Management
 - Hotel Front Office Operations
 - Hotel Housekeeping Department
- Page 2 - Learning Outcomes:** You will be assessed on the following learning outcomes:
 - Explain the relationship between the hospitality and tourism industries.
 - Discuss career prospects and career paths, within the hospitality industry.
 - Explain how room rates are derived.
 - Identify the classification of hotel departments.
 - Define the function of hotel departments.
 - List the four steps of the guest cycle.
 - Describe the duties and front of house operations.