



COLLEGE of BUSINESS AND ECONOMICS

SCHOOL OF HOSPITALITY, FOOD
AND TOURISM MANAGEMENT

HTM*4090
**Hospitality Development,
Design, and Sustainability**
Fall Semester 2018

General Course Information

Instructor:	William C. Murray, Ph.D.
Email:	murrayw@uoguelph.ca
Office Location:	MACS 205
Phone:	519-824-4120 x 52786
Office Hours:	Mondays & Wednesdays, 12 NOON – 1:00 PM or by appointment
Class Schedule:	Mondays & Wednesdays, 8:30 am – 9:50 am, MCKN 225
Teaching Assistant:	TBD
Prerequisite:	14.0 credits, including HTM*1000 or HTM*1160
Restriction:	REAL*3890

Course Description

This course focuses on the development, design and management of the hospitality-built environment. It explores issues related to the planning and development of hospitality properties, provides an introduction to property and asset management as related to the hospitality industry, and examines universal design as applied to the 'servicescape', all within the broad context of sustainability.

Course Learning Outcomes

Course Objectives

Upon successful completion of the course, the student should be able to:

- 1) Demonstrate a strong understanding of the impacts that hospitality and tourism facilities have on operational profitability and guest satisfaction. (HOL, LO5.2, LO5.3)
- 2) Identify the different components of a building system and explain their relevance to the management and operation of hospitality and tourism facilities. This will be accomplished both individually through in-class participation and through a larger group project in which you will complete a written audit of a hotel property. (HOL, LO1, LO2, LO4, LO5.3)
- 3) Appreciate the links between hospitality and tourism facilities and an operation's servicescape. (HOL, LO5, LO5.1, LO5.2)
- 4) Explain key principles of Universal Design, and how these can be and are applied in the development and design of hospitality and tourism facilities. (HOL, LO1, LO3, LO5.2)
- 5) Apply the concepts of environmental sustainability in the development and design of hospitality and tourism facilities. (LO3)
- 6) Evaluate the role of corporate social responsibility in the management and operation of hospitality and tourism facilities. (LO3)
- 7) Evaluate the impact and influence of consumer trends and preferences on the management and design of hospitality and tourism facilities. (HOL, LO3, LO5.1)
- 8) Show a critical and holistic appreciation of the principles of sustainability as it pertains to the design, development, management and operation of hospitality and tourism facilities. (HOL, LO1, LO3, LO4, LO5.2)

Course Function

The goal of this course is to understand the physical environment in which hospitality services take place, including the management and maintenance of building assets, the development of structures that serve both the organization and the customer, as well as the impacts that thoughtfully designed and developed environments can have on both environmental and economic sustainability.

The principles of this course include maintaining asset value, maximizing human experiences, and encouraging sustainable decision making, all combined to maximize long term business operations and profitability. Our time is split looking at both micro and macro aspects of facilities, including cost and asset management, systems and system maintenance, design and comfort, accessibility, and sustainability.

You will leave this course with increased knowledge in asset management, honed observational skills in facility assessments, an understanding of the impacts that an environment has on the people within that space, and how to apply these skills in a successful business operation. At the end of this course, you should have a solid appreciation for the multi-faceted nature of facilities management and design, along with skills that will be highly applicable to your future careers as managers.

Course Assessment

Exams

There will be two exams in this course: one in-class midterm exam and one final exam. Exam content will include reading assignments, class lectures, readings, and discussions, as well as any content/comments made by guest speakers.

Hotel Audit (Group)

The hotel property audit will be discussed in class and explained through information distributed early in the course. Field work will be required, as well as permission to visit/audit your hotel property. This project will be due in the middle portion of the course. Submission of this work will be a written, detailed report for each group.

Research Paper (Individual) OR Project (Group)

You will have the choice here between two assignments that will be due near the end of the course.

The first option is to complete a research paper on current issues of sustainability within the hospitality industry. This is an individual piece of work in which you will be required to establish a unique topic in the areas of hospitality management and sustainability. This could include exploring a novel aspect of the industry, unpacking current literature around sustainability, or presenting a different perspective of an issue. There is significant latitude in this paper; however, topics will need to be approved by your instructor. Submission of this work will include a full research paper as well as a 5-minute presentation.

The second option is a group project in which your team will craft a detailed renovation concept and/or new facility concept in the hospitality field. This project will be grounded in a specific location within Canada, and will require to group to address target markets, design concepts, cost structures, and feasibility issues, applying skills and knowledge gained throughout your studies in the HFTM program. Additional information and project structure will be provided, Submission of this work will include a full written report as well as a 10-minute group presentation.

Assessment	Weight	Description	Due Date	Location
1	15%	Hotel Audit (Group)	See schedule	In Class/Field
2	25%	Research paper (Individual) OR Project (Group)	See schedule	In Class
3	25%	Midterm exam	See schedule	In Class
4	35%	Final exam	TBA	On Campus

Total 100%

Grading Breakdown

A+	90-100%	A	85-89%	A-	80-84%
B+	77-79%	B	73-76%	B-	70-72%
C+	67-69%	C	63-66%	C-	60-62%
D+	57-59%	D	53-56%	D-	50-52%
F	0-49%				

Letter grades will be assigned based on the total points earned.

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2015-2016/c08/c08-grds.shtml>

Course Resources

Textbooks and/or Additional Resources

Required:

Jones, T. & Zemke, D. (2010). *Managing the Built Environment in Hospitality Facilities*. Prentice Hall / Pearson Education

Additional resources:

Stipanuk, D.M. (2006) *Hospitality Facilities Management & Design*, 3rd edition, AHLEI: Lansing, MI, USA.

Hassanien, A. & C. Dale (eds) (2013) *Facilities Management & Development for Tourism, Hospitality & Events*, CABI Int'l, USA.

Sloan, P., W. Legrand & J. Chen (2013) *Sustainability in the Hospitality Industry: Principles of Sustainable Operations*, 2nd ed. Routledge, USA.

Singh, A.J. & H. Houdré (eds) (2012) *Hotel Sustainable Development: Principles & Best Practices*, AHLEI: Lansing, MI, USA.

* Additional readings assigned throughout the course will be provided through CourseLink

Philosophy and Expectations

This is a highly practical course for future operators within the hospitality industry. The skills you learn here will be crucial for successfully managing operational costs, making informed short and long term financial decisions, and understanding the intimate connections between people and their environments.

I believe that you are here to take advantage of the opportunities to learn about managing facilities, learning about how they operate, and the multitude of responsibilities you must consider when maintaining assets. This is your opportunity; as such, you must take an active and involved role in that learning. To be successful, it is your responsibility to attend lectures fully prepared to engage with the course content. This includes reading materials before class, attending lectures and seminars, taking notes on information provided during lectures, and being ready to engage in class discussions.

Part of taking an active role in your learning is preparing your own notes and resources throughout the course. As such, copies of most course slides will not be provided. It is highly recommended that you read and make your own notes from the assigned readings before class, allowing you to be ready to engage in conversations, and then add relevant information during lecture to your notes. This is all part of your learning process. I will strive to make the material approachable, relatable, and relevant, connecting the ideas of facilities management with current industry issues and practices.

Important information about the course, including announcements, changes in our scheduled work, and discussion about assignments/tests/exams all occur within lectures. Should you be unable to attend a lecture or seminar, it is your responsibility to contact others in the class to see what you had missed.

Course Information and Guidelines

Exams

Midterm exams will be held during the schedule lecture period of this course. The final exam is scheduled during the end-of-term formal exam period. Absence from any exam must be properly documented and follow university guidelines to avoid a grade of zero. For most issues, documentation from medical services, counselling services or the Dean's office (for medical or compassionate reasons) is required. Vacation travel or outside work commitments, among other reasons, will typically not be accepted to miss an exam. A grade of zero will be assigned if you miss an exam without proper documentation. Please read your Undergraduate Calendar for the regulations. When in doubt, contact your instructor. If you have religious observances which conflict with the course schedule or if you are registered with the Centre for Students with Disabilities, please contact your instructor as soon as possible to make alternate arrangements

Laptops and other electronic devices

The most powerful way to absorb new information is by writing it down; this is the recommended method of taking notes in class. While you are permitted to use computers in the class, please do so only for note-taking purposes. The use of personal electronic devices in spaces such as a lecture hall can be intrusive and disturbing to others in the learning environment. The use of computers and/or mobile devices in class for playing games, web-surfing, or social networking will not be tolerated; you will be asked to leave the class if it becomes a problem. This is in attempt to maintain a focused learning environment, and is of course good-practice for when you enter the work force.

Cell-phones or ANY other electronic devices (or non-electronic aids of any sort) will not be allowed in any exam. Any student caught using and/or having such a device or material on their person in the exam room without express prior written consent from the instructor will be referred immediately to the Associate Dean (Academic) for academic misconduct.

Recording / capturing course content

Electronic recording of class material, including videos, photographs, or audio recordings, is strictly forbidden without prior consent from the instructor. When recordings are permitted, they are solely for the use of the authorized student and may not be reproduced or shared without the written consent of the instructor.

Grading Policies

Assignment due dates and times will be clearly communicated. Unless you have received an extension prior to the due date, late penalties 10% per day will be incurred, removed from your earned assignment mark. Extensions may be granted based on valid medical (doctor's note) or personal reasons (note from Counselling Services), or at your instructor's discretion. Late assignments will receive a grade of zero and not be accepted once graded assignments have been returned to the class unless alternative arrangements have already been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor immediately, and well as a program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Email

Contacting me with questions or to book an appointment is best done through email. I strive to respond to all properly formatted student emails with 24 hours during the working week (Mon-Fri) and regular working hours. It is expected that you will practice proper email etiquette in your communications, including.

- Identifying the course code as part of the subject line in your email (HTM 4090)

- Properly addressing the recipient (i.e. 'Hello Professor Murray')
- Writing your message in full sentences, avoiding the use of text messaging short forms or emoji
- Ending your email with a clear signature line, including your name and student number

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor. The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible. For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Drop date

The last date to drop one-semester courses, without academic penalty, is **NOVEMBER 2, 2018**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2018-2019/c03/index.shtml>

Additional Course Information

All announcements, required and recommended readings, assignment information and course updates will be posted on Course Link (D2L). It is your responsibility to keep abreast of course materials and relevant communication through this means. Furthermore, the instructor may normally be contacted using email (preferred) or telephone during regular business days and hours (Mon to Fri).

Important University Dates

The schedule of important university dates can be found at:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2018-2019/c03/index.shtml>

E-mail

As per university regulations, all students are required to check their <uoguelph.ca> e-mail account regularly. E-mail is the official route of communication between the university and its students.