



HTM*4090

Hospitality Development, Design, and Sustainability

(Fall Semester 2017)

General Course Information

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| Instructor: | William C. Murray, PhD |
| Email | murrayw@uoguelph.ca |
| Phone | 519-824-4120 x 52786 |
| Office Location | MACS 205 |
| Office Hours | Mon / Wed 11:00 am – 12:00 Noon or by appointment |
| Department/School | School of Hospitality, Food and Tourism Management |
| Class Schedule: | <u>Lectures</u> Mon / Wed from 8:30 am – 10:00 am in MCKN 230 |
| Pre-requisites: | 14 credits, including HTM*1000 or HTM*1160 |
| Restrictions: | REAL*3890 |
| Exam: | Thursday, December 14, 2017 from 11:30 am – 1:30 pm |

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

Upon successfully completing this course, you will 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 Assessment

| | <u>Value</u> | <u>Due Date (tentative)</u> |
|----------------------|--------------|--|
| Midterm | 25% | |
| Hotel Property Audit | 20% | |
| Individual Paper | 20% | |
| Final Exam | 35% | December 14, 2017 – 11:30 am for 2 hours |
| Total | 100% | |

Teaching and Learning Practices

Lectures Weekly classes; mixture of lectures and guest speakers

Site/Field Trips There will be observational field trips conducted on campus during class time. Students will be required to conduct site visits in order to complete a facility audit.

Philosophy & Direction The overall goal of this course is to understand the importance that the physical environment plays in the hospitality and tourism industry. As such, we will examine in from multiple perspectives, including cost and asset management, systems and system maintenance, design and comfort, accessibility, and sustainability.

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 and knowledge that will be highly applicable to your future careers as managers.

Course Resources

Required Texts:

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

Additional Readings:

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

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

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

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

Field Trips:

All effort will be made to ensure that any required trips to hospitality and tourism facilities in this course will be kept to Guelph and/or the nearby area. You will be responsible for transportation to these sites.

Course Information and Policies

Hotel Property Audit

The hotel property audit will be discussed in class and explained in a hand-out during the 2nd week of the course. Field work will be required as well as access to a hotel property.

Individual Paper

The individual paper will be discussed in class and explained in a hand-out during the 2nd week of the course. Some field work may be necessary.

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 10% of the absolute grade available will be deducted each day (including weekends) from the grade earned at time of submission (e.g. you earn 75% on your project but submit it 3 days late, receiving a grade of 45%). Extensions will only be granted on the basis of valid medical (doctor's note) or personal (note from Counselling Services) reasons. Late assignments will receive a grade of zero and not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and 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, program counselor or other academic counselor as appropriate. <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Exams:

The midterm exam will be held during a scheduled class period. The final exam is scheduled during the formal exam period and details will be available early in the semester. Absence from any exam must be properly documented and follow university guidelines in order to avoid a grade of zero. For most issues, you will need documentation from medical services, counselling services, or the Dean's office (for medical or compassionate reasons). Vacation travel or outside work commitments, among other reasons, will typically not be accepted as valid for missing scheduled exams. A grade of zero will be assigned if you miss a scheduled exam unless you are ill or have compassionate reasons. Please read your Undergraduate Calendar for the regulations on these areas. 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.

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 the course instructor in order to make arrangements for your exam.

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

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. The use of personal electronic devices in spaces such as a lecture hall can be intrusive and disturbing to others in the learning environment. While you are permitted to use computers in the class, please do so only for note-taking purposes. 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 of course good-practice for when you enter the work force.

Please note:

Cell-phones, computers and other electronic devices will not be allowed in any exam. Any student caught using such a device in the exam room (without express prior written consent from the instructor) will be referred immediately to the Associate Dean (Academic) for academic misconduct.

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: For regulations and procedures for Dropping Courses, see the Academic Calendar: <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c03/c03-fallsem.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 (Monday to Friday from 8:30 am-5:00 pm).

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.