

HTM*2100 Lodging Operations (.5 credit course)

General Course Information

Instructor:	Justin Taillon
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<i>Office Location</i>	Macs 205
<i>Phone</i>	519-824-4120 x 52786
<i>Office Hours</i>	4p-5p on Tuesdays; 1p-3p on Wednesdays
<i>Department/School</i>	School of Hospitality, Food, & Tourism Management
<i>Lectures</i>	2:30p-3:50p Tuesday/Thursday in MCLN 102
<i>Teaching Assistant</i>	Ngoc Pham Bich (nphambic@uoguelph.ca)

Course Description

The course is a study of the nature of unit operations in the various sectors of the lodging industry and of the functions and systems of lodging operations. Topics will include organization structure and responsibilities, socio-technical systems, and legal and security aspects.

Course Learning Outcomes

Course Objectives

For class periods there are questions that both you and I are accountable for answering:

1. What do we need to know about the topic at hand to better understand and succeed in the lodging industry?
2. What is the point? What is its significance? What we will discuss is relatable to the lodging industry. It is our job as a TEAM to identify, critique, and understand the “point” and its significance each class period.
3. What do we do with this? We will learn and explore concepts that are applicable to decision-making in the lodging industry. It is our job as a TEAM to comprehend the application of concepts from class.
4. How will the information provided affect others, from employees to customers, from bosses to your personal career trajectory?

Instructor Objectives

I am responsible for providing you with the tools and capabilities to complete assignments and answer the aforementioned questions. Furthermore, I am accountable for the following:

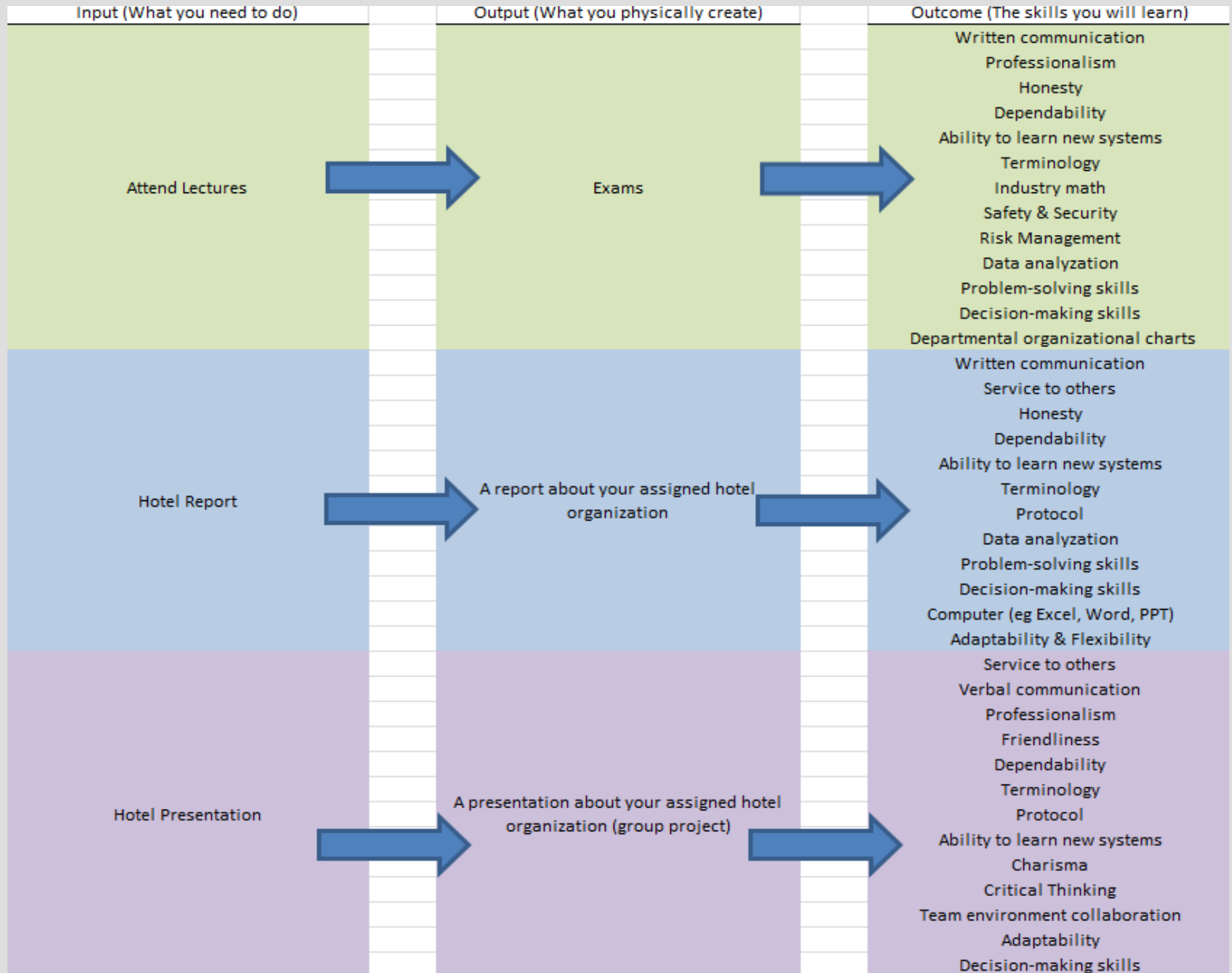
- Making students feel welcome and invited in the classroom.
- “Coaching” to promote success in the classroom.
- Being empathetic to your needs.
- Being enthusiastic about the material being covered.
- Completing tasks in a timely manner.

If you are failing to meet your responsibilities during the semester I will not hesitate to let you know. If I fail to meet my goals during the semester please do not hesitate to let me know.

Our Objectives

Demand Media is an organization that is well known for measuring customer service and quantifying the return on investment of customer service. One portion of their customer service consulting business is the hotel industry. Nicole Long is one of their consultants, a freelance writer, author, and a customer service speaker. In a 2014 Webinar Nicole outlined the customer service skills a successful hotelier of the future needs. We will read the article Nicole’s Webinar is based on this semester (assigned reading on the first day of class). Given my experiences in the hotel industry I agreed with the vast majority of what Nicole outlined.

The Results-Based Programming Model below has three columns. The third column depicts the skills Nicole Long outlined in her Webinar. I added a few skills I believe hoteliers need as well. The first and second columns are the tangible products and the inputs you need to put into this course in order to gain the skills a successful hotelier needs in the future.



Course Assessment

	Worth	Due Date	Location
Assessment 1:	20%	Hotel Report	Courselink Dropbox
Assessment 2:	10%	Hotel Presentation	Courselink Dropbox
Assessment 3:	40%	Midterms (2)	In Class
Assessment 4:	30%	Final Exam	In Classroom
Total	100%		

Assignment Protocols

Introduction

This semester you will work in a group. The group needs to complete a report on a hotel company. Each team member will be graded individually on the report. But, you must work together to create one flowing document. The Excel grade sheet will be posted on Courselink so you fully understand the grading of the Report prior to it being due. You will also need to present your hotel organization information to the class. There will be approximately one presentation each day of the semester.

Submissions

An electronic copy via Dropbox on Courselink is necessary for the Hotel Report and the PPT used during the presentation. The PPT for the Presentation is due by 11:59p on the evening prior to the class period in which you are presenting. The Hotel Report is due on March 26th for all groups. The Courselink Dropbox will open on February 27th for submissions. You can submit the Hotel Report any time after February 27th.

Extensions

There are no extensions available in this course. I recommend your group make an attempt to submit the Report by the end of February. This way unforeseen circumstances will not negatively impact the submission date for your group. Also, your group will present on the day you are assigned. If there is a date during the semester which you cannot present then please notify the Professor in writing no later than the third class period of the semester. Please make sure you do not have a conflict and/or will be unable to present on the correct day.

Formatting

All assignments must be completed in APA format.

Length

There are no length requirements for the Report. You are graded solely on the quality of the content.

Assignment Explanations

Report

"Effort is only effort when it begins to hurt."

The Report should be submitted via Courselink on the day it is due. The Report can include no attachments. This needs to be ONE FLOWING DOCUMENT!

Although each Report is turned in as a "group project" you are being primarily graded as an individual (see Grade Sheet posted on Course website for more information on grading). All Reports will have an individual responsible for each of the following:

Director: Cover Page, Table of Contents, Executive Summary, Introduction, Conclusion, Completed Excel grade sheet, Responsible for putting Report into one flowing document and submitting the Report in a professional manner

Historian: Company Background and History, Historical Ownership Structure, 2 Reference Pages: one for Works Cited and one is not cited information, but rather a collection of 10-20 excellent sources of information about the company anyone can locate online

Brand Manager: Analysis of each flag (description, market segment, type of clientele, in-room and property amenities, number of properties), A Perceptual Map (price and perceived luxury of the property's flags),

Director of Marketing: A company pamphlet (tri-fold) with creativity, company logos (each flag must be included), and colour; relevant Reward Program Information

Project Manager: Franchising Information for each brand, one additional section that is relevant to your company but perhaps not other companies (e.g. sustainability certification, programming in the company, internship and leadership positions for students, etc)

Finally, each Report must have a personal analysis/reflection from each group member (no more than one page). This document must be included in the Report; these documents cannot be sent as additional attachments. In this one-page document you are expected to analyse yourself, your group's approach to the project, and identify ways you can personally do better next time based on learnings from this experience. You will be able to grade each member of your group near the end of the semester.

Presentations

"It isn't about how hard you can hit. It is about how hard you can get hit and keep moving forward."

Your group will provide a 7-8 minute presentation about your hotel organization at the beginning of class, after the Water-Cooler Talk. Your group "Director" must submit the PPT by 11:59pm the day before you present. You will be assigned to a group. You will sign up as a group for a presentation date.

The information presented about each hotel organization is up to each individual group. I would like to see creativity and a focus on providing information to the students, rather than a summarization of information and/or reading from paper or a PPT. You WILL LOSE POINTS if you bring notes to the front of the classroom when you speak. You are being graded solely on the style of the dissemination of information, the interest of the information to the class, and the content of the information.

Exams

Exams: "My morning choices are having a good tussle. Procrastination was winning, but make your bed and good breakfast just kicked his butt."

The Midterm Exams will consist of approximately forty-five MC questions. The Final Exam will consist of approximately sixty Multiple Choice questions. The outline of the exam could vary based upon issues that arise during the semester though.

Extra Credit Opportunities

Extra Credit #1: If you are active in HFTMSA, attending CME or HFTM events, or a member of a professional organization in the hotel and/or tourism industry this semester you can receive a maximum of 7% added to your final grade in this course (receiving the full seven points is rare and would require extraordinary efforts). You earn this by submitting an E.C. form that can be found on the course website. Each submission is worth a maximum of .5% to your final grade, depending on the event, your role, and the quality of critical thinking evident in the E.C. submission.

Course Resources

Textbook and/or Other Resources:

There is no required textbook for this course. All readings can be found on Courselink.

Course Policies

Participation

Participation in the classroom is necessary for learning to occur in this class. Therefore, you are expected to participate in the course. If you fail to participate in class I will assume you are not prepared. If you are consistently not prepared for class I may request a meeting with you.

Class participation will include staying abreast of current news stories as they relate to the worldwide lodging industry and discussing them in class during "Water Cooler Talks", being an active participant in class, reading course materials that are assigned, dressing appropriately, and other activities and topics deemed necessary throughout the semester.

I will be able to identify certain individuals who deserve additional participation points, and some who should have participation points taken away. This will be based upon interactions in class, via email, and at events related to class. I reserve the right to alter your Participation grade by up to 10% of your final grade plus or minus at the end of the semester. If I choose to take away more than 4% of your Participation marks I will request a meeting with you and offer you an opportunity to explain your actions during the semester.

Cell Phones, Food, Etcetera

You are expected to respect your peers and me. Cell Phones should be turned off before class begins. You may bring a drink to class with you. Food, including gum, is not permitted. Gum is my pet peeve and not acceptable in hospitality establishments. If you foresee a circumstance where your cell phone must be left on or you must eat during the class please come speak to me so we may discuss and agree upon special arrangements.

Library as a Resource

The library and Learning Commons offer free services to help you succeed in your academic career. You can:

- Meet with a peer helper to discuss study strategies or your writing assignments
- attend Supported Learning Groups
- get assistance finding journal articles and books
- register for academic workshops
- so much more! Visit the Library website for more information: www.lib.uoguelph.ca

Academic Integrity

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges occur, undermines the University's exercise of its responsibility to evaluate students' academic achievement or restricts the University's ability to accomplish its learning objectives. The University of Guelph is committed to upholding the highest standards of academic integrity and requires all members of the University community to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. All information you should know about academic integrity at the University as it applies to this course can be found here:

<http://www.open.uoguelph.ca/prospective/distance-education/academic-integrity.aspx>

Furthermore, I reserve the right to use Turn It In, a website that detects plagiarism, at any time during the semester for any of your assignments. Please visit turnitin.com or see me for more on this resource if you have questions about how the website functions as it relates to this course.

Grading Policies

All grading rubrics are available on Courselink. Pay attention to these when completing assignments. These rubrics outline the grading scheme. If you feel a grading mistake has been made on any assignments please speak to the Professor directly. We are

here to help!

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.

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/>

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, March 6, 2014. For regulations and procedures for Dropping Courses, see the Academic Calendar: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>

Lectures, Readings, Exams, and Assignments Outline:

Date	Topic	Assess.	Read Before Class
Jan. 6	Introduction to the Hotel Industry		Competencies in the Hospitality Industry
Jan. 8	The History of the Hotel Industry		The History of Hotels, Terminology
Jan. 13	<i>Gst Speaker - HFTMSA Panel: Co-op, work, networking, Alumni</i>		
Jan. 15	The hotel's organizational structure		Organizational Structures (long & short)
Jan. 20	Operations: The Front Office		Operations
Jan. 22	Operations: Housekeeping		Housekeeping
Jan. 27	Operations: Sales & Marketing		S&M
Jan. 29	Operations: Accounting and Revenue Management		Accounting, Revenue Mgt
Feb. 3	<i>Gst Speaker - TA - Operations: Food & Beverage</i>		Food and Beverage
Feb. 5	Operations: Risk Management		The Security Function
Feb. 10	Operations: The Maintenance Crew		
Feb. 12	Midterm Exam Review		
Feb. 17	NO CLASS		
Feb. 19	NO CLASS		
Feb. 24	Midterm Exam	E1	Maintenance & Engineering
Feb. 26	Classifying Hotels		STR's Hotel Classifications
Mar. 3	Measuring Hotel Success and Hotel Math		Indicators, Benchmarking
Mar. 5	<i>Gst Speaker: UQAM and YHS Presentations</i>		Sustainability, Oddities
Mar. 10	Guest Service		The Moment of Truth...
Mar. 12	Programming		Programming
Mar. 17	Midterm Exam Review		
Mar. 19	Midterm Exam	E2	
Mar. 24	Consulting in the Lodging Industry		STR, HVS, & PKF Reports
Mar. 26	Hotel General Management	Report	Bonus Structure
Mar. 31	Hotel Ownership		Hotel Ownership
Apr. 2	Final Exam Review		