



COLLEGE of BUSINESS AND ECONOMICS

SCHOOL OF HOSPITALITY, FOOD
AND TOURISM MANAGEMENT

HTM*1160 Lodging Operations Winter Semester 2019

General Course Information

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| Instructor: | William C. Murray, Ph.D. |
| Email: | murrayw@uoguelph.ca |
| Office Location: | MACS 205 |
| Phone: | 519-824-4120 x 52786 |
| Office Hours: | Mondays & Wednesdays, 11 am – 12 noon, or by appointment |
| Class Schedule: | Monday lectures: 12:30 – 2:30 JTP 205; Tuesday seminars: MACS 129 |
| Teaching Assistant: | Zhehao Zhao zzhao06@uoguelph.ca |
| Final Exam: | Monday, April 22, 2019, 7:00 pm (Location TBA) |

Course Description

This course introduces the lodging industry with the inclusion of terminology, organizational structures, and departmental responsibilities. The current global structure of the lodging environment including an analysis of major organizations and forecasts, the future of lodging with a reliance on a critical analysis of existing studies, consulting reports, and up-to-date lodging news is covered. Decision-making from the role of a lodging manager is investigated with a focus on safety, security, profitability, and ethical management.

Course Learning Outcomes

Course Objectives

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

1. Identify the various types of lodging operations and how they fit together in the hospitality industry
2. Identify and discuss the roles and responsibilities of the front office, housekeeping, sales and marketing, human resources, food and beverage, loss prevention and securities department
3. Discuss the role of the general manager and his or her influence on the success of the property
4. Define yield management and profitability and analyze examples posed within the course

Course Function

The goal of this course is to familiarize you with the hotel and lodging industry and the insights into hotel and lodging management. It will allow you to explore the variety of lodging entities and provide you with an understanding of the inter-workings and interdependence of the operations within a property. It will provide you with the tools necessary to understand the impact of managerial influence and leadership to operate a profitable and successful lodging operation.

Course Assessment

Exams

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

Lodging Management Report

Students will work in groups for this project. Each group will research one major hotel company to learn about their scope of business operations, organizational structure and management, as well as some of the key activities of this company over the last 2-5 years. Your group will craft a group report from this research, outlining findings and information. Additionally, each student will submit an individual reflection on their personal learning from this project along with an evaluation of all team member contributions. Hotel companies will be limited to 2-3 groups maximum and assigned early in the semester. Please note that peer evaluations of group effort and involvement will be part of this assignment and could, in some cases, influence the grades received by individual group members. Additional details will be provided when the project commences.

| Assessment | Weight | Description | Due Date | Location |
|--------------|-------------|---------------------------------|----------|------------|
| 1 | 25% | Lodging Management Report | | In Class |
| 2 | 15% | Seminar articles and discussion | | In Seminar |
| 2 | 30% | Midterm | | In Class |
| 3 | 30% | Final Exam | | TBA |
| 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

Hayes, D.K., Ninemeier, J.D., & Miller, A.A. (2012), *Foundations of Lodging Management*, 2nd Edition 987-0132560894, Prentice Hall.

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

Philosophy and Expectations

I believe that you are here to take advantage of the opportunities to learn about the hotel industry. 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 assignment material before class, taking notes on that course material and information provided in lecture, and take advantage of the opportunities to ask questions, provide examples, and/or participate in discussions.

Part of taking an active role in your learning is preparing your own notes and resources throughout the course. As such, copies of course slides will not be provided through CourseLink. It is highly recommended that you read and make your own notes from the assigned readings before lectures and add to these with relevant notes during lectures/seminars. This is all part of your learning process. In turn, I will strive to make the material approachable, relatable, and relevant, connecting the ideas of hotel management with current industry issues and practices.

Course Information and Guidelines

Exams

The midterm exam will be held during scheduled lecture periods to provide 110 minutes to complete. The final exam is scheduled during the end-of-term formal exam period and will last for 120 minutes. 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 myself or our teaching assistant with questions, information, 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 1160)
- Properly addressing the recipient (i.e. 'Hello Professor Murray' or 'Dear Zhehao')

- 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 **MARCH 8, 2019**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2017-2018/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 (Monday to Friday from 8:30 am - 4:30 pm).

Important University Dates

The schedule of important university dates can be found at:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c03/c03-fallsem.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.

Tentative Course Schedule

* schedule subject to change based; any alterations will be announced in class

| | DAY | DATE | CONTENT & TOPICS | |
|---|------|--------|--|---------------------------|
| 1 | Mon | Jan 7 | Course introduction and outline review Ch 1: Introduction to the Hotel Industry | |
| | Tues | Jan 8 | | |
| 2 | Mon | Jan 14 | Ch 2: Structure of the Lodging Industry Ch 3: Guest Service | Chapter reading |
| | Tues | Jan 15 | | |
| 3 | Mon | Jan 21 | Ch 4: Managing Lodging Operations | Chapter reading |
| | Tues | Jan 22 | | |
| 4 | Mon | Jan 28 | Ch 5: Staffing | Chapter reading |
| | Tues | Jan 29 | | |
| 5 | Mon | Feb 4 | Ch 6: Front Office & Night Audit | Chapter reading |
| | Tues | Feb 5 | | |
| 6 | Mon | Feb 11 | Midterm | |
| | Tues | Feb 12 | Project | |
| 7 | Mon | Feb 18 | NO CLASS | |
| | Tues | Feb 19 | NO CLASS | |
| 8 | Mon | Feb 25 | Ch 7: Sales & Marketing Ch 8: Housekeeping | Chapter reading |
| | Tues | Feb 26 | | |
| 9 | Mon | Mar 4 | Ch 9: Maintenance | Chapter reading |
| | Tues | Mar 5 | | Lodging Report Due |
| 10 | Mon | Mar 11 | Ch 10 & 11: Food & Beverage Operations | Chapter reading |
| | Tues | Mar 12 | | |
| 11 | Mon | Mar 18 | Ch 12: Hotel Accounting | Chapter reading |
| | Tues | Mar 19 | | |
| 12 | Mon | Mar 25 | Ch 13: Hotel Safety & Security | Chapter reading |
| | Tues | Mar 26 | | |
| 13 | Mon | Apr 1 | Ch 14: Careers in the Lodging Industry Course evaluations | Chapter reading |
| | Tues | Apr 2 | Course summation and review (if required) | |
| FINAL EXAM: APRIL 22, 2019: 7:00 pm – Location TBA | | | | |