



HTM*1160 - Lodging Operations
Winter Semester 2021
0.5 Credits

General Course Information

Instructor	William C. Murray, Ph.D.
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Phone	519-824-4120 x 52786
Office Location	MACS 205
Office Hours	TBD
Department/School	School of Hospitality, Food and Tourism Management (HFTM)
Class Schedule	Lectures: Remote / Asynchronous Weekly live meetings on Thursday 1:30 pm – 2:20 pm
Pre-requisites	N/A
Classroom	CourseLink; Microsoft Teams
Final Exam	TBD

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

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

Summary of Course Content and Materials

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.

Exams

There will be three exams in this course: two in-class midterm exams and a final exam. Exams 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 interview a hotel manager (preference in a General Manager or Director of Operations) from a selected lodging property, then craft a group report highlighting the key content and learning from the interview. As well, each student will submit an individual reflection on their personal learning from this experience, along with an evaluation of all team member contributions. No two groups will conduct the interview at the same property. A discussion list will be created on CourseLink for signing up. Each group will be assigned their chosen property on a first come, first claim basis, ensuring no duplication of properties. Groups are encouraged to think about a possible lodging property 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.

Course Assessment

		Learning Outcomes	Due Date/ location
Midterms X 2:	50%		
Lodging Industry Report (multi part)	25%		
Final Exam	25%		
Total	100%		

Grading Breakdown

A+`	90-100%	A	85-89%	A-	80-84%	Demonstrates exceptional proficiency with course material
B+	77-79%	B	73-76%	B-	70-72%	Demonstrates proficiency with course material
C+	67-69%	C	63-66%	C-	60-62%	Demonstrates competency with course material
D+	57-59%	D	53-56%	D-	50-52%	Demonstrates basic understandings of course material
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>

Teaching and Learning Practices

Lectures & Seminars

This course will be delivered in a remote format in the Fall of 2020. The content of this course is a mixture of knowledge concepts and applied skills, so I am striving to provide you with content in a variety of formats. Lecture materials will be shared through a series of audio podcasts and associated slide decks; you can review these separately or in combination with each other. These are designed to flow with the required readings from the course textbook as well – a critical resource for this course. Additional content will be provided to augment assigned readings and lectures.

We will also have a weekly 'live' seminar that will focus on key information and questions from you received prior to and/or during the session. I am approaching these as weekly check-ins, a combination of a seminar and office hours, where you can ask questions and we have an opportunity to connect. Questions can be sent in prior to the scheduled meeting (via discussion boards in CourseLink), as well as during the live session, and I will strive to engage with as many as I can during our time together. Any weekly questions not addressed during the scheduled seminar (due to time limits because of the number of questions or the need to provide a richer and more in-depth reply) will be captured in a weekly wrap-up video. As this is a unique approach, there will likely be some fluidity over the course as well hone-in on the best ways to interact. Additionally, there might be some ad-hoc 'live' sessions based on student need, interest, and engagement.

Active Learning

The skills and knowledge you gain in this course is the foundation for any future work in the lodging industry. You are here to take advantage of the opportunities to learn about the lodging field, and as such, you must take an active role in that learning.

To be successful, it is your responsibility to fully engage with the course content. This includes reading assignment material before class, listening to lectures, attending seminars, participating in discussion forums, taking notes on course material, completing assigned tasks and questions to the best of your ability (so that you can identify areas of strength and topics that might be more challenging in a timely manner), as well as taking advantage of the opportunities to ask questions, provide examples, and/or engage with the course. The group work is also an important element of this course, ever moreso in our remote learning environment.

All course information will be housed in our site on CourseLink. Content, assignments, tests, and announcements will all be kept here, so it will be important for you to check regularly. Discussion boards will be set up for weekly questions and ongoing frequently asked questions.

Course Resources

Required Text:

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

Other Resources:

All other readings and articles in this course will be supplied 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 remind on top of and actively engaged with weekly 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. 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.

Policies

Exams

Midterm exams will be scheduled outside of class time on the Friday morning of the relevant week (schedule to be provided). The final exam will be scheduled during the end-of-term formal exam period. All exams are designed to be completed with 120 minutes unless alternate arrangements are indicated through SAS.

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.

All exams will use Respondus Lockdown browser within CourseLink. A video of what to expect during the pre-exam period and how to conduct a proper environmental check will be provided. A practice test will be available so that you can test your computer system and understand what will be asked of you prior to the exam. It is your responsibility to watch all resources and complete this practice test BEFORE attempting your first midterm.

Failure to complete an adequate environmental test will invalidate your exam outcome. This will be discussed in great detail in class and expectations will be made quite clear; as long as you attend class and review this information, you will possess the understanding of how to complete this easily and cleanly.

Laptops and other electronic devices

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

Grading Policies

Unless arrangements have been made with your instructor, late penalties will be applied at 10% of the total grade earned per day (deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned to the class at large unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements due to medical or personal reasons should review the regulations on academic consideration in the Academic Calendar. It is recommended that they discuss their situation with their instructor, program counselor or other academic counselor as appropriate as early as possible.

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

Email

I strive to respond to all properly formatted student emails with 24 hours during the working week (Mon-Fri) and regular working hours. Please practice proper email etiquette in your communications. 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.

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 Student Accessibility Services as soon as possible. For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Equity, Diversity, and Inclusion Statement

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each

person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

Course Evaluation Information

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

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-wintersem.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.

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is April 3, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

Date Submitted to Chair:	December 20, 2019
Chair Signature (Approval):	
Date Approved by Chair:	