

HTM\*1160  
Lodging Operations  
Winter Semester 2022 – 0.5 Credits

General Course Information

<b>Instructor</b>	William C. Murray, PhD
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<b>Office Location</b>	MACS 205
<b>Office Hours</b>	TBD
<b>Department/School</b>	School of Hospitality, Food & Tourism Management (HFTM)

**Class Schedule** Lectures: scheduled in person\* (live, weekly)

**Lecture 01:** Monday from 10:00 am – 11:20 am in MAC 218

**Lecture 02:** Wednesday from 10:00 am – 11:20 am in MAC 218

\*The delivery of this course will follow the directives and guidelines determined by the University of Guelph. The UofG COVID-19 vaccination policy will be in effect until at least September 2022. Should the University impose restrictions on in-person class gatherings, we will immediately pivot to live, online seminars using MS Teams during the scheduled times. All changes will be shared with students (by email and on CourseLink) regarding any alterations in delivery modality as they occur.

<b>Pre-requisites</b>	N/A
<b>Classroom</b>	CourseLink; Microsoft Teams (or alternative if required)
<b>Final Exam</b>	TBA (2 hours)

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 two midterm tests and a final exam in this course. Test content will include reading assignments, class lectures and discussions, as well as any content/comments made by guest speakers. These exams will take place through CourseLink using the Respondus lockdown browser – details to come.

### Lodging Management Report

There is an individual project in this course in which you will create a portfolio of learning around a single hotel. Research will be done on ownership, operations, property details, and regional influences. Most of this work will be conducted independently, while one aspect will ask you to connect with a senior manager at the hotel and complete an interview on managerial skills and attributes.

Additional details and sign-up information will be provided within the 2<sup>nd</sup> week of classes.

### Article Summaries / Discussions / Reflections

It is important to extend your learning into current events. As such, small groups of students will be assigned current event articles to summarize, discussion boards to actively participate in over the duration of the course. This work will be staggered over the course with different groups engaged on various tasks each week; some groups will also have weeks in which they do not need to engage for grades. Additionally, we will be bringing in virtual guest speakers (recorded) and will ask you to select from these speakers to write a short, reflective paper on personal learning

## Course Assessment:

Testing		
Mid-Course Test 1 (tentatively Feb 7 <sup>th</sup> )	Feb 7/22 in class (tentative)	17.5%
Mid-Course Test 2 (tentatively Mar 14 <sup>th</sup> )	Mar 14/22 in class (tentative)	17.5%
Final Exam	Apr 25/22 at 7 pm	25%
Assignments (Dates to be confirmed on assignment sheets)		
<ul style="list-style-type: none"><li>Lodging Industry Report</li><li>Article &amp; Podcast Summaries</li></ul>	Dates included in the Schedule of Content & Activities W2022	25% 15%
<b>Total</b>		<b>100%</b>

## Teaching and Learning Practices

### Lectures & Seminars

This course is scheduled to be delivered in-person, dependent on current health mandates and University of Guelph guidelines. Should we be unable to meet in-person, regularly scheduled classes will occur live via MS Teams. All students will be kept informed of current circumstances but are expected to attend classes per the format used.

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 – live lectures, required readings via our textbook as well as other readings to be provided, plus additional resources and information. All shared information beyond the textbook will be available through our CourseLink class.

### **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.

### **Course Guidelines Around COVID**

As stated above, all core course material will be provided and available via CourseLink. Seminars are scheduled in both live. At the time of scheduling, seminars are planned for in-person delivery. However, due to the fluidity of pandemic conditions and based on guidelines from the University of Guelph, our live in-person seminars may pivot to live REMOTE seminars through MS Teams.

As you know, we all have a role to play in protecting our community and reducing the spread of COVID. As such, all students attending in-person classes must:

- Follow the University of Guelph’s vaccine policy,
- Have submitted proof of vaccination to the University, and
- Wear a face covering when inside buildings or when appropriate physical distancing cannot be maintained, including inside classrooms, all buildings, and other public spaces

COVID Information for Students:

<https://www.uoguelph.ca/covid19/covid-info-for-students>

UofG Wellness Centre:

<https://wellness.uoguelph.ca/>

### **Course Resources**

#### **Required Text:**

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

#### **Other Resources:**

Additional resources over and above our textbook 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.

## Course Policies

### 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 based on 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>

### Tests and Exams:

Midterm tests will be scheduled DURING your seminar period and align with your section. Midterm tests will be in-person unless health-related circumstances alter the University of Guelph guidelines. Details of delivery and content will be made well in advance during seminar. The final exam will be scheduled during the end-of-term formal exam period. Midterm texts are designed to be completed with 80 minutes unless alternate arrangements are indicated through SAS, while the final exam will be 120 minutes in duration.

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.

### Assignments:

A grade of zero will be noted for assignments not submitted, barring extenuating circumstances. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving to a new house, outside work commitments, etc.... will not be accepted as valid reasons for missing deadlines. If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor to plan for your assessment if appropriate.

### 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.

## 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 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 in the Undergraduate Calendar: <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

### 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](mailto: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](#)

### Recording of Materials

Recording and shared content in this course is provided for the sole use of authorized student and may not be reproduced or shared without the written consent of the instructor.

### Important University Dates

The schedule of important university dates can be found at:

<https://calendar.uoguelph.ca/undergraduate-calendar/schedule-dates/>

The last date to drop one-semester courses, without academic penalty, is April 8, 2022. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://calendar.uoguelph.ca/undergraduate-calendar/>

### Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings, changes in classroom protocols, and academic schedules. Any such changes will be announced via CourseLink and/or class email. This includes on-campus scheduling during the semester, midterms, and final examination schedules. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.

### Illness

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g., final exam or major assignment). For information on current safety protocols, follow these links: <https://news.uoguelph.ca/return-to-campuses/how-u-of-g-is-preparing-for-your-safe-return/> <https://news.uoguelph.ca/return-to-campuses/spaces/#ClassroomSpaces>. Please note, these guidelines may be updated as required in response to evolving University, Public Health, or government directives.

<b>Date Submitted to Chair:</b>	
<b>Chair Signature (Approval):</b>	<i>S Elliot</i>
<b>Date Approved by Chair:</b>	Jan 6/22