

HTM3060* Lodging Management Fall 2022 (.5 credit)



General Course Information

Instructor: **WooMi Jo, Ph.D., CHIA**
 Email: woomi@uoguelph.ca
 Phone: 519-824-4120, Ext. 53633
 Office Location: MACS 307
 Office Hours: by appointment- Virtual meetings can be arranged upon request
 Department/School: School of Hospitality, Food and Tourism Management

Wednesday Lecture: 8:30 - 9:20am, Wednesday, Zoom Virtual room
<https://zoom.us/j/98462240944>

Class Schedule: **Friday Seminar:**
9:30am - 11:20am, Friday, MCKN 311
2:30pm - 4:20pm, Friday, MCKN 308

Pre-requisites: 9.00 credits including HTM*2100 (HTM*1160 or HTM*2100)

Course Description

This course explores the principles and practices of lodging management and related activities. The management of and interaction among various divisions of lodging operations are addressed, including general management, front office/housekeeping/engineering divisions, food and beverage operations, sales and marketing, accounting and finance. The focus of the course is on communication both within and among departments, divisions, and with the consumer.

Course Learning Outcomes

UoG, BComm & HTM Learning Outcomes	Course Objectives
1. Critical thinking & problem solving	a. Critically analyse all available data regarding the competitive hotel market through Certification in Hotel Industry Analytics (CHIA) training b. Integrate and apply concepts, data, statistics, and theories to derive valid solutions to case studies and a web based property management system (PMS) activities c. Incorporate student's knowledge to evaluate the effectiveness of business outcomes and make managerial decisions using a hotel PMS
2. Teamwork	d. Work with a peer group to analyse a market based on various reports provided by the Smith Travel Research (STR) e. Identify and communicate team members' best quality and capability towards team common goals
3. Responsible business	f. Identify and evaluate ethical, economic, social and environmental issues, solutions and decision-making through case studies, a PMS and CHIA training

4. Effective communication skills	g. Report and present the results and decisions from a market study upon completion of CHIA training h. Communicate effectively through written and verbal methods with course peer, instructor and guest speakers
5. Understanding Customer segments	i. Gain in-depth understanding of lodging customer segments from the class discussions, decisions on hotel types and room rates in a PMS simulation, and market study in the CHIA training
6. Personal and professional competencies	j. Enhance student competencies through the hands-on learning from the PMS simulation and CHIA training k. Prepare to take the CHIA exam and be certified l. Build leadership from working with peers on the group market study
7. Effective management techniques	m. Develop a hypothetical hotel and manage using a web based PMS n. Utilize all Microsoft Office tools (Excel, Word, and PowerPoint), a hotel PMS and CHIA training o. Learn how to read and analyse industry reports and make sound managerial decisions

Course Resources

Textbook:

There is *no* required textbook for this course. Most of the reading materials will be either on the CourseLink or via Ares Course Reserves System at the University library.

Recommended book

O’Fallon, M.J., and Rutherford, D.G. (2011). *Hotel Management and Operations*. (5th ed.). John Wiley & Sons, Inc., Hoboken, New Jersey. <https://www.wiley.com/en-us/Hotel+Management+and+Operations,+5th+Edition-p-9780470177143>

Wednesday Lectures

The weekly lecture covers the major topics associated with hotel front office operations. Most of the lecture notes will be posted on the CourseLink prior to each lecture. However, not all lectures will be based on formal notes. Professionals from the lodging industry are invited as guest lecturers. Students are strongly recommended to attend all lectures and participate to learn.

Friday Seminars

Certification in Hotel Industry Analytics (CHIA) Training

The Certification in Hotel Industry Analytics (CHIA) Certification utilizes STAR (Smith Travel Accommodations Reports), competitive analysis reports which are used by 95% of the chain-affiliated hotels in the North America. They have become required knowledge for success in the hotel industry. Approximately six seminar sessions are devoted to CHIA training.

At the end of the semester, students will have the option to take the CHIA certification exam to be certified. The CHIA certification is a valuable credential for all hospitality professionals.

The cost of the exam is \$75 USD. Students planning to take the exam must inform the faculty by

Wednesday, October 13. Exam copies will be only ordered for the students who notified her by this time. The exam is administered at **10AM, Saturday, October 21.** Location TBA.

*Note: the faculty has no affiliation with STR or any benefit from administrating this exam. It is totally up to individual students to take the exam. The exam is *not* linked with course performance.

Property Management System (PMS) Software

Students utilize a web-based lodging property management system (PMS). Each student will develop a hypothetical hotel and manage from the system. Tasks are involved in setting up room types, room rates, making individual reservation, group reservation, and processing guest check in and out, managing guest

folio and managing the search engine. Each student's PMS account will be checked on based on the criteria given upon completion of the practice.

Personal computer and calculator

Students are encouraged to bring their laptops, if they have one available, to all CHIA training sessions and PMS exercises. Several Excel exercises are done during the training. A basic calculator is also recommended during this course. A cellphone or a smartwatch are not allowed during the exam.

Course Assessment

EXAM

There is one exam. The exam will cover all lectures, guest lectures, PMS exercises, and CHIA training materials, in both multiple choice and short questions which require calculations, analytics and memorization.

QUIZ

One quiz in the first seminar session. Course outline materials and industry terminologies will be covered on the quiz. These are to help students to get better prepared for the course. No make-up quiz if missed within the deadline.

MINI MARKET STUDY- Group report

At the end of the CHIA training, one group exercise for a mini-market study is assigned. Each group of four (maximum) students will be provided various STAR reports to analyze a market based on what they learned from the CHIA training.

PROPERTY MANAGEMENT SYSTEM (PMS) SOFTWARE -Frontdesk Anywhere (FDA)

Upon completion of the software, each student will demonstrate that they have understood the main functions of the PMS program via a report.

PEER EVALUATION

Students will have an opportunity to evaluate the efforts of their team members at the end of the CHIA mini market study. The mark for the exercise is based on the peer evaluation percentage. For example, if a group earns 80 out of 100 for the assignment and a group member received 90% on the peer evaluation, he/she will receive 72 marks for the whole project.

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. More information on University Grading Policy, please see <https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/grades/>

Course Assessment

Assessments	Weights	Due Dates
Exam	35%	Please see the last page of this outline for the due dates.
Property Management System Assignment	20%	
Quizzes	5%	
CHIA Mini Market Study - Group project	40%	
TOTAL	100%	

Tentative Class Schedule Fall 2022

WK	Date	Subject/Topic	Assignments & Dues
1	F 9/8	- Introduction - CHIA Introduction & STAR reports	-
	W 9/13	- Hotel industry profile & trends	-
2	F 9/15	- Quiz: on Course outline & Lodging Terms - CHIA Training 1: Hotel Industry Analytical Foundations	- Quiz
	W 9/20	Hotel room rate & Revenue Management	-
3	F 9/22	- CHIA Training 2: Hotel Math Fundamentals	-
	W 9/27	Forecasting availability & overbooking	-
4	F 9/29	- CHIA Training 3: Property Level Benchmarking	-
	W 10/4	<i>Guest speaker 1: Nicole Nguyen - CBRE</i>	-
5	F 10/6	- CHIA Training 3: Property Level Benchmarking	- Group selection
	W 10/11	<i>Guest Speaker 2: Sandra Stewart-Fearnside - Choice Hotels Canada</i>	-
6	F 10/13	- CHIA Training 4: Hotel Industry Performance Reports	- Optional CHIA exam decision
	W 10/18	CHIA Mini market study assignment/ Sharing raw data	-
7	F 10/20	- Property Management System (PMS) Demo & - Account set-up	- (Optional- CHIA exam on Sat. 10/21)
	W 10/25	<i>Guest Speaker 3: Duane Vinson - STR</i>	-
8	F 10/27	- PMS 1: Creating hotel profile, room types, room rates	-
	W 11/1	<i>Guest Speaker 4: Ellis Luo- Marriott Hotels of Canada</i>	-
9	F 11/3	- <i>Castel@ College (new Zoom will be provided)</i>	-
	W 11/8	<i>Guest Speaker 5: Duncan Chiu- Director, Lodging Development, Western Canada, Vancouver</i>	-
10	F 11/10	- PMS 2: Make room reservations	- Mini Market Study Due - Peer Evaluation
	W 11/15	<i>Guest speaker 6: Laura Baxter- Director of Hospitality Analytics, Canada CoStar Group</i>	-
11	F 11/17	- PMS 3: Guest Check-in & Check-out	-
	W 11/22	<i>Guest speaker 7: Tony Elenis - President & CEO Ontario Restaurant Hotel and Motel Association</i>	-
12	F 11/24	- PMS 4: Closing guest folio & check out	-
	W 11/29	- Zoom - Q&A session - Finishing up FDA / FDA Assignment	- FDA Report Due on Friday, Dec. 2
	TBA	FINAL Exam - Bring a calculator	

* **Saturday, October 21 - CHIA Certification Exam at 10 AM (Optional)**

**Minor changes to this schedule might be occurring without prior notice throughout the semester. Students are highly recommended to check for any changes weekly from the CourseLink page.

*** Keys: PMS= Property Management System, CHIA = Certification in Hotel Industry Analytics; FDA = Frontdesk Anywhere

COURSE POLICIES

Assignments

Students will honor deadlines for projects, evaluations and other assignments set forth by the instructor. Specific deadlines will be given in the related course outline, and the instructor has the right *not to accept* assignments after the stated due date. All special requests pertaining to projects, evaluation and exams not addressed on the course outline will be evaluated at the instructor's discretion.

Late assignments

All assignments need to be submitted as an electronic copy on the CourseLink. Students are encouraged to submit their assignments earlier than the deadline. Email attachment submission *will not* be accepted.

Late submission will be graded with point deductions as stated below.

1. 10% deduction from your total earned points within the due date. For example, you earned 45 out of 50 total marks on an assignment. With 10% deduction rule, your final mark is 40.5 (= 45 - 4.5)
2. An additional 10% deduction for each additional day the assignment is late.
3. If the assignment is not received by end of **3rd day** from the deadline, a *zero point* will be given for the assignment, and the instructor has the right *not to accept* the assignment.

Each assignment is due by **5pm on the Friday** of the week where the deadline is set (see the class schedule on the last page of this course outline) unless otherwise stated. The specific time and date each assignment submission is shown on the CourseLink.

Attendance

Attendance is required for both Wednesday lectures virtually and Friday seminars physically for their registered session (8:30am or 11:30am) in classroom. No recording is offered for neither the lecture or the seminar unless the course delivery method must be changed due to the University, Public Health or government directives for the COVID-19 safety.

Email Etiquette

Students will practice proper email etiquette or "netiquette" when addressing faculty, staff, students and outside professionals. Students are expected to use University of Guelph assigned email accounts for all university related communication.

Here are some suggestions for composing email messages.

1. Properly address the recipient (i.g., Hi John. Do not begin your message with "hey").
2. Indicate what class you are referring to and who you are (name).
3. Write your message in full sentences (texting like sentences are not appropriate), yet precisely.
4. End your email with your signature (i.g., John Smith, School of HTM, class standing, student organization position, email address or phone number) – creating a signature line is strongly recommended.
5. Upon receiving an email from the instructor, acknowledge it by sending short message.
6. No email with just file attachment without any message or explanation.

Communication through University email and CourseLink.

Check the University email and visit the course website regularly.

- All class materials including updated schedule, lectures notes, assignments, extra readings, etc. will be communicated on CourseLink.
- Personal issues related to the class should be discussed only through email or setting up a meeting with instructor.
- Be courteous for others when emailing or posting materials on CourseLink.

NO PHOTOS allowed

Taking photo of the screen during any of the sessions or materials shared on CourseLink is prohibited unless the instructor states otherwise. The instructor will be more than happy to go over any missed materials and/or clarify contents that are not clear. Taking hand notes and typing notes on laptop are strongly recommended.

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:

<https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/academic-consideration-appeals-petitions/>

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:

<https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/academic-misconduct/>

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 Student Accessibility Services (SAS) 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/>

Drop date

The last date to drop one-semester courses, without academic penalty, is **DECEMBER 1, 2023**.

For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

INTERNATIONAL STUDENTS

An **International Student Advisor (ISA)** is available to meet one on one with undergraduate and graduate international students. Common topics include adaptation challenges, academic concerns, and culture

shock. The ISA can help you get involved on campus, connect with other students, and talk through any personal concerns you may face. ISAs are always happy to see you and to provide guidance and support as needed. Email Matthew Keefe at mkeefe@uoguelph.ca or call 519-824-4120 Ext. 58698 for more information. Also visit here <https://www.uoguelph.ca/studentexperience/intlstudent/programs>

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.

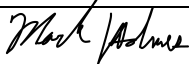
As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, 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.

Disclaimer

For information on current safety protocols for COVID-19, follow these links: <https://news.uoguelph.ca/return-to-campus/how-u-of-g-is-preparing-for-your-safe-return/>
<https://news.uoguelph.ca/return-to-campus/spaces/#ClassroomSpaces>

Please note, these guidelines may be updated as required in response to evolving University, Public Health or government directives.

See more on University disclaimer, <https://calendar.uoguelph.ca/undergraduate-calendar/disclaimer/>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	August 29, 2023