

HTM*4090
Hospitality Development, Design, & Sustainability
Fall Semester 2020
0.5 Credits

General Course Information

Instructor	William C. Murray, PhD
Email	murrayw@uoguelph.ca
Phone	519-824-4120 x 52786
Office Location	MACS 205
Office Hours	TBD
Department/School	Hospitality, Food & Tourism Management
Class Schedule	Lectures: Remote / Asynchronous Seminars: Thursdays 11:30 am – 12:20 pm
Pre-requisites	14.0 credits
Restrictions	REAL*3890
Classroom	CourseLink; Microsoft Teams
Final Exam	TDA

Course Description

This course focuses on the development, design and management of the hospitality-built environment. It explores issues related to the planning and development of hospitality properties, provides an introduction to property and asset management as related to the hospitality industry, and examines universal design as applied to the 'servicescape', all within the broad context of sustainability.

Course Learning Outcomes

Upon successfully completing this course, you will:

1. Demonstrate a strong understanding of the impacts that hospitality and tourism facilities have on operational profitability and guest satisfaction. (HOL, LO5.2, LO5.3)
2. Identify the different components of a building system and explain their relevance to the management and operation of hospitality and tourism facilities. This will be accomplished both individually through in-class participation and through a larger group project in which you will complete a written audit of a hotel property. (HOL, LO1, LO2, LO4, LO5.3)
3. Appreciate the links between hospitality and tourism facilities and an operation's servicescape. (HOL, LO5, LO5.1, LO5.2)
4. Explain key principles of Universal Design, and how these can be and are applied in the development and design of hospitality and tourism facilities. (HOL, LO1, LO3, LO5.2)
5. Apply the concepts of environmental sustainability in the development and design of hospitality and tourism facilities. (LO3)
6. Evaluate the role of corporate social responsibility in the management and operation of hospitality and tourism facilities. (LO3)
7. Evaluate the impact and influence of consumer trends and preferences on the management and design of hospitality and tourism facilities. (HOL, LO3, LO5.1)

8. Show a critical and holistic appreciation of the principles of sustainability as it pertains to the design, development, management and operation of hospitality and tourism facilities. (HOL, LO1, LO3, LO4, LO5.2)

Summary of Course Content and Materials

Assignments

TBD

Tests and Exams

There will be one large test during the course and one final exam. Tests and exams can include textbook content, plus any other materials covered within the course lectures, seminars, discussions, and content/comments made by potential guest speakers.

Course Assessment

	Associated Learning Outcomes	Due Date/ location
Assignments:	50%	
Midterm Testing:	20%	
Final Exam:	30%	
Total	100%	

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. There will also be required textbook readings and other supplemental materials throughout the course. As possible, video content will also be shared when best suited to our learning goals.

We will also have a weekly 'live' seminar that will focus on key information and questions you might have and that I receive both prior to and/or during the session. I am approaching these as weekly sessions as a combination of a class 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 – and I will be open to suggestions. Additionally, there might be some ad-hoc 'live' sessions based on student need, interest, and engagement.

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 Goals

The goal of this course is to understand the physical environment in which hospitality services take place, including the management and maintenance of building assets, the development of structures that serve the organization and the customer, as well as the impacts that thoughtfully designed and developed environments can have on both environmental and economic sustainability. The principles of this course include maintaining asset value, maximizing human experiences, and encouraging sustainable decision making, all combined to maximize long term business operations and profitability. Our time is split looking at both micro and macro aspects of facilities, including cost and asset management, systems and system maintenance, design and comfort, accessibility, and sustainability.

You will leave this course with increased knowledge in asset management, honed observational skills in facility assessments, an understanding of the impacts that an environment has on the people within that space, and how to apply these skills in a successful business operation. At the end of this course, you should have a solid appreciation for the multi-faceted nature of facilities management and design, along with skills that will be highly applicable to your future careers as managers.

Course Resources

Required Text:

Zemke, Dina (2018). *Managing the Built Environment in Hospitality Facilities*, Kendall Hunt Publishing Company, ISBN 9781524963088

- This is **a new book for Fall 2020**, more up-to-date than previous resources, as well as substantially lower in price
- Books are available through the university bookstore (<https://bookstore.uoguelph.ca/>), the coop bookstore (<https://www.bookstore.coop/>), or other external sources.

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 10% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. 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>

Missed 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 in order to make arrangements 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

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 2030)
- Properly addressing the recipient (i.e. 'Hello Professor Murray')
- Writing your message in full sentences (avoiding short forms, emojis, etc...)
- Ending your email with a clear signature line, including your name and student number

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 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 or see the website:

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

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.

Drop date

The last date to drop one-semester courses, without academic penalty, is December 2, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	