

HTM*4090

Hospitality Development, Design, & Sustainability
Fall Semester 2021 – 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 9:30 am – 11:20 am Section 01: MACS 131 - Section 02: Virtual
Pre-requisites	14.0 credits
Restrictions	REAL*3890
Classroom	CourseLink; Microsoft Teams (or alternative if required)
Final Exam	December 14, 2021 at 8:30 am (2 hours)

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

The assignments in this course are designed to help you focus on engaging with the topic materials. Each student will be responsible to contribute to weekly, either to a) discussion postings (answers questions, opening lines of thought, arguing a position on an issue, engaging with others), or b) by submitting articles summaries from assigned readings. These responsibilities will rotate on a schedule; during the course, you will complete 4 weeks in each area.

The major assignment for this course will be a positional research paper on a current facilities-related issue within the hospitality industry. This is an individual piece of work requiring you to establish a unique and timely topic rooted in the course content; this might include exploring a novel aspect of design and demographics within the industry, unpacking a topic around sustainability, or pursuing a position on current issues such as Covid-19 in terms of facilities and design. There is significant latitude in this paper; however, topics will need to be approved by your instructor. There will be a series of project check points and timelines, assisting in the movement from ideation and planning to completion and presentation. Submission of this work will include a full research paper as well as a short, recorded presentation of your work that will be shared with the class via CourseLink.

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: (Schedule provided in CourseLink)

Testing		
Midterm (during scheduled Thursday seminar)	Week 6 (Oct 14)	20%
Final Exam	Scheduled (Dec 14)	20%
Assignments (Dates to be confirmed on assignment sheets)		
<u>Position Paper – Minor</u> This positional paper topic will be common for the entire class. “Operational managers must have a solid understanding of facilities management.” <ul style="list-style-type: none">• 750-word paper with a 60 second presentation• Minimum 5 references that should be practitioner-focused (minimal academic journal sourcing required in this paper). APA 7 formatting. Additional information will be provided.	Week 4 (Sept 30)	10%
<u>Critical Audit Observational Assignment</u> An assignment that asks you to use your observational skills to capture facility observations, identify the issue, assess the implications, and offer insightful operational advice.	Week 8 (Oct 28)	10%
<u>Position Paper – Major</u> This positional paper topic will be individually created by each student. Topic proposals will be due well in advance and students can expect feedback on topic design and paper progression, including formal peer evaluation.	Ongoing, week 5-12 (Oct 7 – Nov 25)	30%

<p>Topics will be based in the UN Sustainable Development Goals (SDG), must be grounded in one of the nine areas of sustainable application practices found in the Green Key Global Program, and should also explicitly address at least one of the three focal areas of this course (asset management; operational management; human experience).</p> <ul style="list-style-type: none"> • 2500-word paper with a presentation (3M Challenge) • Minimum 12 references, blended with both practitioner and academic sources. APA 7 formatting. Additional information will be provided. 		
<p>3 Minute Presentation Challenge A recorded presentation based on your major position paper; max length of 3 minutes and 3 slides.</p>	<p>Week 11 (Nov 18)</p>	<p>10%</p>
<p>Total</p>		<p>100%</p>

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 we discover 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 where 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; an e-version is also available and quite easy to navigate
- 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 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>

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 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 having any unsanctioned materials during testing 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 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.

Drop date

The last date to drop one-semester courses, without academic penalty, is December 3, 2021. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

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.

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