

HTM*4090 – Hospitality
Development, Design, and Sustainability
F 2019
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 | Tuesdays, 10:30 am – 12 noon or by appointment |
| Department/School | Hospitality, Food & Tourism Management |
| | |
| Class Schedule: | Tuesdays & Thursdays, 8:30 – 9:50 am |
| | |
| Pre-requisites: | 14.0 credits, including HTM*1000 or HTM*1160 |
| Restriction: | REAL*3890 |
| Classroom: | Lecture: MCKN 228 |

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

Assignment 1: Audit (group)

The hotel property audit will be discussed in class and explained through information distributed early in the course. Field work will be required, as well as permission to visit/audit your hotel property. This project will be due in the middle portion of the course. Submission of this work will be a written, detailed report for each group.

Assignment 2: Current topics paper & presentation (individual)

For this assignment, you will complete a research paper on current issues of sustainability and/or design within the hospitality industry. This is an individual piece of work in which you will be required to establish a unique topic (this will be discussed further during the course). This could include exploring a novel aspect of design and demographics within the industry, unpacking current ideas and literature around sustainability, or presenting a well-crafted contrasting argument against some prevailing issue. There is significant latitude in this paper; however, topics will need to be approved by your instructor. Submission of this work will include a full research paper as well as a 5-10 minute presentation.

Exams

There will be two exams in this course: one in-class midterm exam and one final exam. Exam content will include reading assignments, class lectures, readings, and discussions, as well as any content/comments made by guest speakers.

Course Assessment

| | | | Associated Learning Outcomes | Due Date/location |
|----------------------|-------------|-------------------------------------|------------------------------|--------------------------|
| Assessment 1: | 20% | Audit | LO 1 – 4 | |
| Assessment 2: | 20% | Current topics paper & presentation | LO 5 – 8 | |
| Assessment 3: | 25% | Midterm | LO 1 – 5 | |
| Assessment 4: | 35% | Final exam | LO 1 – 8 | <i>See exam schedule</i> |
| Total | 100% | | | |

Teaching and Learning Practices

Lectures This course is delivered in a 2 x 1.5-hour lectures.

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 both 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:

Jones, T. & Zemke, D. (2010). *Managing the Built Environment in Hospitality Facilities*. Prentice Hall / Pearson Education

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 officially to the class at large, unless circumstances permit, and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

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

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving to a new house, or outside work commitments 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

The most powerful way to absorb new information is by writing it down; this is the recommended method of taking notes in class. While you are permitted to use computers in the class, please do so only for note-taking purposes. The use of personal electronic devices in spaces such as a lecture hall can be intrusive and disturbing to others in the learning environment. The use of computers and/or mobile devices in class for playing games, web-surfing, or social networking will not be tolerated; you will be asked to leave the class if it becomes a problem. This is in attempt to maintain a focused learning environment and is of course good practice for when you enter the work force.

Cellphones or ANY other electronic devices (or non-electronic aids of any sort) will not be allowed in any exam. Any student caught using and/or having such a device or material on their person 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 me with questions, sharing 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 4090)
- Properly addressing the recipient (i.e. 'Hello Professor Murray')
- Writing your message in full sentences, avoiding the use of text messaging short forms or emoji
- 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 detailed 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

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 November 27, 2019. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

| | |
|------------------------------------|-----------------|
| Date Submitted to Chair: | August 29, 2019 |
| Chair Signature (Approval): | |
| Date Approved by Chair: | |