UF | **Department of Tourism, Hospitality and Event Management**
College of Health and Human Performance
UNIVERSITY *of* FLORIDA

Lodging Operations and Management

HFT3253 | Class # 13000 | 3 Credits | Fall 2024

Course Info

INSTRUCTOR	**Yao-Chin Wang, Ph.D., MBA, CHIA** Office: FLG 186B Office Phone: 352-294-1656 Email: wang.yaochin@ufl.edu Preferred Method of Contact: Email
DEPARTMENT CHAIR	Rachel Fu, Ph.D., Professor FLG 242 Email: racheljuichifu@ufl.edu
OFFICE HOURS	Wednesday: 4:00 PM - 6:00 PM
MEETING TIME/LOCATION	LEI 142 Monday Period 8 (3:00 PM - 3:50 PM) LEI 142 Wednesday Period 8 (3:00 PM - 3:50 PM) LEI 142 Friday Period 8 (3:00 PM - 3:50 PM)

COURSE DESCRIPTION

This course is designed to familiarize students with an overview of the basic principles of lodging facilities, including front office, sales and marketing, engineering, food and beverage, housekeeping, human resources, revenue management, and accounting.

COURSE OVERVIEW

Being hospitable has been defined as "*the act of welcoming guests or strangers with warmth and generosity.*" When you welcome someone as your guest, you are asking them to become "*a recipient of hospitality at the home or table of another.*" A guest may not be literally coming into your home or table, but as the frontline representative of the hospitality company that employs you, you are welcoming them with warmth and generosity to a temporary home in a hotel or to a table for a meal in a restaurant.

This course is designed to provide students with a managerial examination of a full-service lodging firm, including each major operating and support department. This course exposes students to the unique characteristics of managing and operating a service-based lodging product that is delivered by a diverse employee profile and received by an equally diverse consumer profile. The objective of the course is for the

student to become familiar with the lodging industry and the current principles and management practices of lodging properties.

COURSE OBJECTIVES & LEARNING OUTCOMES:

1. The student will investigate the history, present state, and future of the lodging industry by:
   - Discussing the major historical trends of the lodging industry.
   - Distinguishing between full and limited-service operations.
   - Differentiating between types of lodging operations.
   - Identifying the structure of lodging operations.
   - Contrasting franchise agreements and management contracts.

2. The student will explore the types of careers involved in lodging by:
   - Identifying the responsibilities of departmental lodging managers.
   - Explaining the tactics that can assist a student in securing a full-time professional position in the lodging industry.
   - Examining careers in alternative types of lodging operations.

3. The student will examine lodging operations by:
   - Outlining the services provided by the front desk during arrival, stay, and departure.
   - Determining the role of guest service within the lodging industry.
   - Identifying the key elements in hiring and staffing.
   - Describing the main activities used to optimize sales and marketing effectiveness.
   - Summarizing how revenue managers optimize average daily rate (ADR) and occupancy.
   - Describing the typical responsibilities of human resource personnel.
   - Distinguishing the accounting formulas involved in hotel operations.
   - Outlining the role of the housekeeping department.
   - Comparing food and beverage options for guests and group business.
   - Evaluating the role of maintenance and engineering.

4. The student will state the safety and security issues associated with lodging operations by:
   - Describing the nuances of safety and security for guests and employees.
   - Identifying internal and external resources available to assist in maintaining a safe environment.
   - Compiling safety threats unique to the hotel industry.

REQUIRED AND RECOMMENDED MATERIALS

1. Textbook (optional):
Hayes, D., Ninemeier, J., and Miller, A. (2017). *Hotel Operations Management* (3rd Ed). New York, NY: Pearson.
ISBN-13 Number: 9780134337623 ~ ISBN-10 Number: 013433762X

2. Knowledge Matters - Hotel Collection (Required):
Students must individually purchase an account of Knowledge Matters to run hotel business simulations throughout the semester. The cost is $39.95 per student.
Guide:
- Visit www.knowledgematters.com/vb and click on the "Register Now" button under the "New Students"
- Course Key: NJ6RX9
- Price: $39.95 per student
- Please complete your purchase before 8/29/2024

COURSE FORMAT

This is an in-person class. All students are expected to attend class during class hours in-person except for other announcements.

Course & University Policies

ATTENDANCE POLICY

Attendance is required all dates of this class. Class engagement points will be completed through your in-person class attendance with answering questions announced at the end of each class.

PERSONAL CONDUCT POLICY

All students are expected to uphold the Honor Code: "*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*"
"*The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty.*"

The following pledge will be either required or implied on all work: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment"*

It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

ACADEMIC HONESTY

The plagiarism and other violations of the academic honesty will be punished with 0% grade for the assignment. Additionally, after the second incident the offender will be reported to the head of department and/or graduate school for sequential actions. The UF defines plagiarism in the following way:
"(a) Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:
1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."

EXAM MAKE-UP POLICY

Follow closely the course logistics with respect to submission of your work. All deadlines posted on Canvas follow the **Eastern Time Zone** time. It will be possible to take make-up quizzes or exams missed due to a medical reason (confirmed by a doctor) or an unforeseen family emergency. It is the student's responsibility to provide documentation **as soon as conditions permit** via email to the instructor.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:
https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at https://disability.ufl.edu/students/get-started/. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Getting Help

HEALTH & WELLNESS
- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575
- Counseling and Wellness Center: https://counseling.ufl.edu/, 352-392-1575
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161
- University Police Department, 392-1111 (or 9-1-1 for emergencies) http://www.police.ufl.edu/

ACADEMIC RESOURCES
- E-learning technical support, 352-392-4357 (select opti on 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. https://career.ufl.edu/
- Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/
- Student Complaints On-Campus: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/
- On-Line Students Complaints: http://distance.ufl.edu/student-complaint-process/

Grading
The total grade (0-100%) will be a combination of the grades in the following categories:
1. Class Engagement (10%).
2. Knowledge Matters (33%)
3. Mid-term Project 1 (10%)
4. Mid-term Project 2 (10%)
5. Field Property Observation Report (10%)
6. Hotel Management Paper – **Group** (7%)
7. Hotel Management Presentation – **Group** (10%)
8. Final Project (10%)

Evaluation Components	Points Per Component	Approximate % of Total Grade
Class Engagement (10%)	100 points	100/1000 = 10%
Knowledge Matters (33%) • No. 1- No. 11	330 points (30 points each * 11)	330/1000 = 33%
Mid-term Project 1 (10%)	100 points	100/1000 = 10%
Mid-term Project 2 (10%)	100 points	100/1000 = 10%
Field Property Observation Report (10%) • No. 1- No. 2	100 points (50 points each * 2)	100/1000 = 10%
Hotel Management Paper – **Group** (7%)	70 points	70/1000 = 7%
Hotel Management Presentation – **Group** (10%)	100 points	100/1000 = 10%
Final Project (10%)	100 points	100/1000 = 10%
Total	**1,000 points**	

Class Engagement (10%):
Class Engagement will be counted on all lecture dates. All absences, including those due to religious observance or representation of official university approved trips, ***must be arranged in advance*** with the instructor. It will be possible to earn Class Engagement points missed due to a medical reason (confirmed by a doctor), religious observance, or an unforeseen family emergency. It is the student's responsibility to provide documentation **as soon as conditions permit** via email to the instructor.

Knowledge Matters (No. 1- No. 11) (33%)
You should **bring your laptop** to our physical classroom on the scheduled dates and access the assigned module on Knowledge Matters.

Mid-term Project 1 (10%) & Mid-term Project 2 (10%)
You should **bring your laptop** to our physical classroom on the scheduled dates and access the assigned module on Knowledge Matters.

Field Property Observation Report (No. 1- No. 2) (10%)
Topics will be assigned in class. In the individual report, students will respond to the topics using a maximum of 3 pages (free format; page limit excludes tables/figures).

Grading Criteria:
- 30% Creativity: Overall creativity and innovation of the proposed design.
- 50% Content: Quality and depth of understanding of the touristic experience. Clear, concise, and well-structured discussion of proposed design in terms of experiences supported, expected outcomes, etc.
- 20% Overall Impression: Quality of presentation in terms of appearance, pace of delivery, visual appeal of the presented poster, and time management.

Hotel Management Paper – Group (7%)
Hotel Management Presentation – Group (10%)
Topic and guidelines will be announced in our classroom on scheduled class dates. On presentation dates, each group will have 10 minutes to present.

Grading Criteria:
- 20% Visual and Oral Presentation
- 50% Information Analysis

- 30% Insightful Explanation

Levels of Grading Criteria:
1. **90-100%: Excellent.** Excellent, scholarly, and advanced college-level work. Original, insightful ideas, in-depth discussion. Well organized and structured. Very good grammar, careful formatting.
2. **80-90%: Good.** Good college-level work that well exceeds minimal requirements. Original, well organized. Good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
3. **70-80%: Satisfactory.** Average work. Assignment is not carefully thought through and/or presentation is not cohesive. Improvement is needed on depth, originality of thought, structure, and presentation.
4. **60-70%: Marginal.** Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
5. **Below 60%: Failure.** Assignment is not submitted or incomplete.

Final Project (10%)
Individually and remotely access the assigned module on Knowledge Matters.
Deadline: 12/13/2024 @ 2:30 PM

GRADING SCALE

More detailed information regarding current UF grading policies can be found here:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/.
Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.
The final percentage points are translated into the letter grades as follows:

Grade	% (Grade Point)	Grade	% (Grade Point)	Grade	% (Grade Point)
A	93 - 100 (4.0)	**B-**	80 - 82.99 (2.67)	**D+**	67 - 69.99 (1.33)
A-	90 - 92.99 (3.67)	**C+**	77 - 79.99 (2.33)	**D**	63 - 66.99 (1.0)
B+	87 - 89.99 (3.33)	**C**	73 - 76.99 (2.0)	**D-**	60 - 62.99 (0.67)
B	83 - 86.99 (3.0)	**C-**	70 - 72.99 (1.67)	**E**	0-59.99 (0)

Note: A score below 60 constitutes a failing grade. If you notice a scoring error, please notify the instructor **as soon as conditions permit** via email to the instructor.

Weekly Course Schedule

The following course outline is *tentative*. Any changes to this outline will be announced in class and on Canvas. It is the student's responsibility to note the changes.

Monday (M), Wednesday (W), Friday (F): 3:00 PM - 3:50 PM (Room: LEI 142)

WEEKLY SCHEDULE

DATE	Module	TOPIC
8/23 F	Orientation	Introduction & Syllabus
8/26 M	1	**Chapter 1. Overview of the Hotel Industry**
8/28 W		**Chapter 2. The Guest Service Imperative**
8/30 F	2	Knowledge Matters (No. 1): *Tutorial* *Honor Code* *Guest Services - Social Media* (Due Date: 9/3/2024 12:00 am EST)
		9/2 Holiday
9/4 W	3	**Chapter 3. The Hotel General Manager**
9/6 F	4	**Chapter 4. General Managers are Leaders**
9/9 M	5	**Chapter 5. Human Resources**
9/11 W		**Chapter 6. Accounting**
9/13 F	6	Knowledge Matters (No. 2): *Hospitality Accounting* (Due Date: 9/15/2024 12:00 am EST)
9/16 M		**Chapter 7. Revenue Management**
9/18 W	7	Knowledge Matters (No. 3): *Revenue Management – Basics* (Due Date: 9/22/2024 12:00 am EST)
9/20 F		Knowledge Matters (No. 4): *Revenue Management – Advanced* (Due Date: 9/22/2024 12:00 am EST)
9/23 M		**Chapter 8. Sales and Marketing**
9/25 W	8	Knowledge Matters (No. 5): *Sales & Marketing - Marketing ROI* (Due Date: 9/29/2024 12:00 am EST)
9/27 F		Knowledge Matters (No. 6): *Sales & Marketing - Group Sales* (Due Date: 9/29/2024 12:00 am EST)
9/30 M		**Chapter 9. The Front Office**
10/2 W	9	Knowledge Matters (No. 7): *Operations - Front Office* (Due Date: 10/6/2024 12:00 am EST)
10/4 F		**Chapter 10. Housekeeping**
10/7 M	10	Knowledge Matters (No. 8): *Operations - Housekeeping* (Due Date: 10/11/2024 12:00 am EST)
10/9 W	11	**Chapter 11. Food and Beverage**

10/11 F		Field Property Observation Report No. 1 (Due Date: 10/13/2024 12:00 am EST)
10/14 M **10/16 W** **10/18 F**		**Mid-term Project 1:** Knowledge Matters: General Manager - Limited-Service Hotel (Due Date: 10/20/2024 12:00 am EST)
10/21 M **10/23 W**		Knowledge Matters (No. 9): *Food & Beverage - Restaurant Basics* (Due Date: 10/27/2024 12:00 am EST)
10/25 F		Knowledge Matters (No. 10): *Food & Beverage - Banquets* (Due Date: 10/27/2024 12:00 am EST)
10/28 M **10/30 W** **11/1 F**		**Mid-term Project 2:** F&B Manager - Hotel Restaurant (Due Date: 11/3/2024 12:00 am EST)
11/4 M		**Chapter 12. Property Operation and Maintenance**
11/6 W	12	Knowledge Matters (No. 11): *Operations - Engineering* (Due Date: 11/12/2024 12:00 am EST)
11/8 F	13	**Chapter 13. Personal Safety and Property Security**
11/11 Holiday		
11/13 W	14	**Chapter 14. Franchise Agreements and Management Contracts**
11/15 F	15	**Chapter 15. Managing in the Global Hotel Industry**
11/18 M **11/20 W**	16	Hotel Management Presentation – Group Work (Due Date for the Paper & Slides: 12/1/2024 12:00 am EST)
11/22 F		Field Property Observation Report No. 2 (Due Date: 12/3/2024 12:00 am EST)
11/25-29: Holiday		
12/2 M	16	Hotel Management Presentation – Groups 1-3
12/4 W		Hotel Management Presentation – Groups 4-6
12/6 Reading Day (no class)		
Final Project (Knowledge Matters: General Manager – Full-Service Hotel) **Deadline: 12/13/2024 @ 2:30 PM**		