

# LEI 3360 Hospitality Management Syllabus

SUMMER A 2023 | CLASS # 18252

## OVERVIEW

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This course presents an overview of the operations, planning, and management of the hospitality and tourism industries. It includes a set of career development assignments to better prepare you for your university experience and future career opportunities.

The course also provides an overarching perspective on the hospitality, tourism and events industry including the study of the interrelations and interfacing across the Hospitality, Tourism, and Events profession. Specifically, this course introduces you to trends, organization, and operations within the hospitality industry which includes tourism, lodging, restaurant, beverage, theme parks and festivals, meeting/convention/exhibition/special event segments.

## OBJECTIVES

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Upon successful completion of this course, you will be able to:

- Provide an understanding of the hospitality industry, operations and management concepts.
- Understand the interrelationships of the hotel, restaurant, event, and travel professions.
- Develop a basic understanding of the hospitality industry- its trends, segments, and structure.
- Compare and contrast the various segments, players, and people of the industry.
- Describe and discuss the organizational design and departmental functions within hospitality operations (e.g., human resources, marketing, purchasing, accounting, management, and finance).
- Explore the global aspects of the hospitality industry.
- Understand the potential jobs and careers in the industry.

### ATTENTION

- Be sure to **disable your pop-up blocker** to avoid blocking of content in Canvas.
- If you are new to Canvas, watch the [Canvas Overview video \(Links to an external site.\)](#) [3:58]. If you have any questions regarding Canvas, refer to the [Canvas Guides \(Links to an external site.\)](#).

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## INSTRUCTOR

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### RON GROMOLL, CHA, CHE, CHIA



Ron Gromoll has been a General Manager in the hospitality industry for over thirty years managing limited-service hotels to full-service conference center hotels. He has been a hospitality instructor at both City College and the University of Florida.

His expertise is in guest services, staff development, and revenue and budget applications. He is a United States Marine, has an A.A.S. in Hotel & Restaurant Management from Luzerne County College and a B.S. in Business from Phoenix University. He has certifications from the American Hotel and Lodging Association in Hotel Administration, Hotel Education, Hotel Industry Analytics, the Southeastern Tourism Society in Travel Marketing Professional and Festivals and Events and a master certification in Essentials of Hospitality Management from Cornell University.

#### [Accessibility score: Perfect Click to improve](#)

- **Messaging:** Use the [Canvas Inbox \(Links to an external site.\)](#) conversation tool to message your instructor.
- **Office Hours:** contact me during the day 9 am to 9 pm by email or phone, listed below.
- **Phone:** (352) 303-9452
- **Email:** rgromoll@ufl.edu
- **Web:** [Faculty Website \(Links to an external site.\)](#)

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Use Canvas mail and/or email ONLY for personal questions related to the course content or of a personal nature, such as grades, special circumstances, and needed accommodations. For technical issues, please see the ["Getting Help"](#) section below.

Expect a response within 48 hours. All online correspondence must have your full name in the message body and contain your course and section number in the subject line.

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If you have a question not specific to you, consult the [General Help Forum](#). It's likely that others have the same questions. Feel free to answer questions posted by your peers.

## GETTING HELP

If you encounter a technical issue, please contact [UF Computing Help Desk \(Links to an external site.\)](#), or utilize the one of the following self-help resources:

- [Video: Canvas Student Overview \(Links to an external site.\)](#) [7:04]
- [Which Browsers Does Canvas Support? \(Links to an external site.\)](#)
- [How Can I Use Canvas on My Mobile Device? Links to an external site.](#)
- [Canvas Student Guide Links to an external site.](#)
- [Canvas Video Guide \(Links to an external site.\)](#)
- [Mediasite Viewing Requirements \(Links to an external site.\)](#) - technical requirements for watching lecture videos.

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST message your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

## REQUIRED TEXTS

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- Walker, J.R., (2019). Exploring the Hospitality Industry, 4th Edition. New York, NY: Pearson (ISBN-13: 978-0-13-474493-3).

## COURSE REQUIRED ACTIVITIES

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### DISCUSSIONS

There are three (3) weekly discussion topics associated with the course content and your European experience. The discussions will include lodging, restaurants, attractions in England/Paris tourism culture. (25 points each)

### ATTENDANCE

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## Syllabus

You must attend all six (6) of the classes. Some of the classes will be inside a classroom with lectures and we will hold some of the classes outdoors as excursions (Wifi, and European culture may vary on the ability to do the outdoor classes). Attendance will be taken and counted, and any unexcused absence will create a 10 % deduction of final grade.

### **QUIZZES**

There are three weekly (3) quizzes associated with the course content and textbook readings. There is one orientation quiz at 5 points. Read the textbook chapters, watch the video & lectures, attend the classes to see and hear about the PowerPoints, and take the module quizzes. This course has been reduced from 14 weeks to 4 weeks, some weekly quizzes are a combination of chapters. (i.e., chapters on hotels).

### **INTERVIEWS AT LONDON AND PARIS HOTELS, RESTAURANTS, AND ATTRACTIONS**

#### **GROUP ASSIGNMENT**

There are three (3) interview assignments that are at (week 1) hotels, (week 2) restaurants, (week 3) attractions. You may interview any at any time (i.e., you can do an attraction interview in London and hold it for week 3).

Interview at least two facilities for each week.

There are 7 questions. Five are provided on Canvas and 2 the student group must complete.

The team will submit a 3-page report, double spaced, 12-point font, New Times Roman or Calibri on the interviews detailing the answers by the Lodging employees you interviewed (3 full pages plus title page plus reference page). If the answers from the professional are short, it is up to the group to drill down to discuss the items in length with the employee. Speaking to a manager is encouraged but a supervisor, trainer or line employee is suitable.

Critical thinking from the group will include all research, perspectives, and a description of the student group's perception of how the perspectives of the employee coincide with the training from the course. Similarities or differences with the course instruction should be included when identified. A minimum of four additional references must be researched that support some aspects of the interview and should be included in-text.

(75 points each)

Please make sure you ask permission to interview any employees or guests and be polite at all times. Be mindful of the busy times for employees = Check out and check in

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for hotels, lunch and dinner hours for restaurants and prime hours for attractions. Lessor know hotels, restaurants and attractions may be more willing to interview. You may encounter some employees & guests **being rude but do not be rude back**.

## FINAL PAPER AND COMBINATION ANALYSES

### GROUP ASSIGNMENT

There is one (1) final analyses and Paper. Combine all three weeks of interview papers from London/Paris hotels, restaurants, and attractions. Use critical thinking to discuss the variations, similarities and differences you have encountered between the study abroad facilities and the hotels, restaurants and attractions you are familiar with in the United States. Include research and intext citations. Produce a **comprehensive comparison paper**. (100 points)

## STUDENT FEEDBACK SURVEYS

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Every semester, students will complete two surveys to give feedback to the instructor regarding the elements of this course. These surveys are anonymous and are a way for you to provide honest feedback on the course. This feedback is essential to provide the best quality instruction and give you, the learner, the best learning experience. You are asked to give your honest opinion and to share any advice you must make the course better. You will be asked questions regarding the instructor presence, lectures, assignment quality, etc.

## GRADING POLICIES

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Discussions, Discovery Learning Exercises, and Quizzes will be returned, graded with feedback within one week (7 days) after submission.

### GRADE DISTRIBUTION

Assignment	Points Per Assignment	Total Points
Attendance		50
Discussion (x3)	25	75
Orientation Quiz (x1)	5	5
Quiz (x3)	(20 to 30 pts)	75

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Hotel, Restaurant, & Attraction Interviews (x3)	75	225
Final Assignment	100	100
<b>Total</b>		<b>530</b>

## GRADING SCALE

- A 93% - 100%
- A- 90% - 92.99%
- B+ 87% - 89.99%
- B 84% - 86.99%
- B- 80% - 83.99%
- C+ 77% - 79.99%
- C 74% - 76.99%
- C- 70% - 73.99%
- D+ 67% - 69.99%
- D 64% - 66.99%
- D- 60% - 63.99%
- E 0 – 59.99%

Information about UF's current grading policies may be found at the [UF Grades and Grading Policies website \(Links to an external site.\)](#).

## UF POLICIES

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### POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the [Disability Resource Center \(Links to an external site.\)](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

The instructor should be notified of any special accommodations required by the student when they begin their course.

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Collaboration

## UF COUNSELING SERVICES

Resources are available on campus for students having personal problems or lacking a clear career and academic goals which interfere with their academic performance.

These resources include:

- [UF Counseling & Wellness Center \(Links to an external site.\)](#), 301 Peabody Hall, 352-392-1575, personal and career counseling
- [UF Student Health Care Center \(Links to an external site.\)](#)
  - Student Mental Health, 352-392-1171, personal counseling
  - Sexual Assault Recovery Services (SARS), 352-392-1161, sexual counseling
- [U Matter We Care \(Links to an external site.\)](#)
- [UF Career Resource Center \(Links to an external site.\)](#), Reitz Union, 352-392-1601, career development assistance and counseling

## UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

UF students are bound by [The Honor Pledge \(Links to an external site.\)](#) which states: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

The [Honor Code \(Links to an external site.\)](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

From [Regulations of the University of Florida, 4.041 Student Honor Code and Student Conduct Code: Scope and Violations \(Links to an external site.\)](#):

**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."

From [Regulations of the University of Florida, 6C1-4.047 Student Honor Code and Student Conduct Code: Sanctions \(Links to an external site.\)](#):

For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations, including but not limited to conduct probation, suspension and expulsion as well as any educational

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sanctions. In addition, students may receive the following:

1. Assignment grade penalty. The student is assigned a grade penalty on an assignment including but not limited to a zero.
2. Course grade penalty. The student is assigned a grade penalty in the entire course including but not limited to an 'E'."

## **COURSE EVALUATION**

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 the [GatorEvals \(Links to an external site.\)](#) website. 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 the [GatorEvals portal \(Links to an external site.\)](#). Summaries of course evaluation results are available to students on the [GatorEvals Public Data \(Links to an external site.\)](#) website.