

UNIVERSITY OF
FLORIDA
DEPARTMENT OF TOURISM, HOSPITALITY AND EVENT MANAGEMENT
HFT 3253 – Lodging Operations and Management

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Office Hours Tue 9:00 – 10:30 and 12:30 – 1:30
Thur. 9:00 – 10:30 and 12:30 – 1:30

Department Chair Rachel Fu, Ph.D., CHE

Course Description: 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 current principles and management practices of lodging properties.

The course will focus specifically on the integration of the hotel front office with other rooms division operating departments, such as housekeeping, reservations, bell desk/valet, concierge, and transportation departments. The front office is the number one profit center of most lodging businesses and successful properties will coordinate the activities of the rooms division with sales/marketing, food and beverage, accounting, safety and security, engineering, and human resource departments of the property.

Course Objectives: By the end of this course, students will be able to:

- Classify the lodging industry and its segments and major players.
- Recognize and evaluate current trends and issues in the domestic and international industry.
- Identify how lodging products are categorized, the value added to consumers, and owners through branding.
- Describe the managerial challenges in operating various departments of hotels and options for overcoming those challenges
- Identify which marketing and sales tools can be used to create the highest return on investment in various situations
- Describe a hotels internal and external marketing and sales activities
- Analyze key common components of franchise agreements and make recommendations.

- Evaluate hotel departmental roles and responsibilities as related to guest satisfaction.
- Define the concept of guest service and describe strategies that affect customer satisfaction.
- Profile major market segments of the lodging industry.
- Calculate and evaluate strategies and applications to measure hotel performance such as average daily room rate, occupancy percentage, room availability, revenue per available room, total hotel revenue.
- Identify the main duties and responsibilities of the housekeeping and engineering departments
- Compute, analyze, interpret, key lodging accounting and financial statistics and make decisions from a hotel's forecast, daily report, and profit and loss statements.
- Display analytical and critical thinking as well as creative management solutions in factors relevant to lodging operations and management.
- Examine lodging careers and develop a lodging career path.

Required Course Materials:

Text Book

Hayes, Ninemeier, and Miller. *Foundations of Lodging Management*, 2nd edition, Prentice Hall, 2012, ISBN-10: 0132560895, ISBN-13: 9780132560894

Hotel Management Training Simulation Software

from Knowledge Matters at \$69.90 on Canvas. Each student must purchase a student license and register with the above website for in class hotel management simulation exercises.

Course Format: The course will include a hotel management simulation exercise, combination of lectures, discussions, activities, case studies and exams. Active participation is essential to the nature of this course.

Readings from research articles and the required text will be assigned throughout the semester. It is important to keep up with the assigned readings to enhance your understanding of the course content.

Participation in discussions are highly recommended and encouraged to facilitate ideas and concepts.

The instructor will provide quality feedback on all assignments on the individual grade item in Canvas. Please refer to these comments when questioning a grade item.

Assignment	Pts. Per Assignment	Total Pts.	Weighted Percentage
Discussions (x5)	15	75	10%
Discovery Learning	20	100	10%

Exercises (x5)			
Module Quizzes (x5)	10	50	10%
Simulation Quizzes (x8)	30	240	15%
Sim. Learning Phase (x9)	x8 at 30		
	GM x1 at 120	360	15%
Sim Challenge Phase (x9)	x8 at 40		
	GM x1 at 180	500	20%
Lodging Concept Project	100	100	10%
Exams (x2)	100	100	10%
TOTAL		1625	100%

HOTEL MANAGEMENT SIMULATION EXERCISE

This course includes the application of a hotel management simulation game. This simulation course includes 8 chapters of immersive learning environment on various hotel departments (. Each chapter has a learning phase in which students will be instructed on the procedures and problems the departments encounter, a challenge phase in which the students will demonstrate what they have learned about managing the hotel department and a quiz for each chapter. The quiz can be repeated one time and the highest score will be allocated to the student.

There is a simulation project at the end of the course that integrates all the department topics. This simulation portrays a GM at a limited-service property. The GM project is graded on a learning phase and a challenge phase. There is no quiz on the GM simulation.

DESCRIPTION of the HOTEL MANAGEMENT SIMULATION GAME (KNOWLEDGEMATTERS.COM)

Students will be using Case Simulations from Knowledge Matter - online-based, visually immersive digital simulations that will teach you many of the core concepts of lodging management. When you run your virtual hotel via Case Simulations, you will be in charge of many of the tasks faced by hotel managers every day - housekeeping, room pricing strategies, group sales, front office, and much more.

Within each module you will be responsible for reviewing a short chapter reading on each topic and then taking a 20-question multiple choice quiz.

After the quiz, you will dive into the Simulations. The first step is the Case Briefing where you will get an overview of the situation you will experience. The Learning Phase will walk you, step-by-step through a simplified simulation. You will have action call outs to complete and then answer multiple choice questions based on the results you see. This is where you will get

comfortable using the simulations and develop some fundamentals and strategies that will carry over to the Challenge Phase.

DISCUSSIONS

There are twelve (5) discussion topics associated with the course content and lodging foundations.

DISCOVERY LEARNING EXERCISES

There are twelve (5) Discovery Learning Exercise assignments associated with the course content and lodging foundations.

QUIZZES

There are five (5) quizzes associated with the textbook readings. Read the textbook chapter material, watch the video lectures, and take the module quizzes.

LODGING CONCEPT PROJECT

Your assigned group will work together to perform online research and develop a new lodging (e.g., hotel) concept. This concept can be a prototype hotel, procedure, amenity, service, or policy. Conduct cursory research on hotels of interest that your concept may emulate.

The new concept PowerPoint will contain a cover page, table of contents, executive summary, introduction and background, staffing and service management, business goals and objectives, strategic direction, products and services mix, target audience, marketing & distribution strategies, and conclusion and key takeaways.

Provide background as to how the new concept would be utilized through the lodging industry and if there are any items that would need to be taken into consideration. (e.g., if you have developed a procedure for a ski resort, it can only be used in certain Midwest or Northeastern states). If you designed a new prototype hotel for a beach/lake, it could only be used next to waterways.

EXAMS

There are 2 exams in this course. A mid-term exam and a final exam. The midterm exam will include the first chapter through the chapter the exam is administered. The final exam will include the first week after the midterm exam, through the final chapter completed in the course.

GRADING SCALE

A	94% - 100%
A-	90% - 93.99%
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.).

Grade Appeal Policy

- You have up to three (3) days after a grade has been posted to contact me regarding any issues or concerns, after which the grade is final. Grades are based on a point scale and will not be rounded.

Honor Code 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.

University Policy on Academic Misconduct

- Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

University Policy on Accommodating Students with Disabilities

- Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Students must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Netiquette: Communication Courtesy

- All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.

<http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

UF Writing Studio

- The UF Writing Studio is a campus resource available for students wanting to become better writers. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. To get more information or schedule an appointment visit: <http://writing.ufl.edu/writing-studio/>

Counseling and Wellness Center

- Phone 352-392-1575, website <http://www.counseling.ufl.edu/cwc/Default.aspx>; and the

University Police Department: 392-1111 or 9-1-1 for emergencies.

U Matter, We Care

- The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

Teaching Evaluations

- Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Getting Help

- If you are having difficulties with the course material, please email the Professor and/or visit the Health and Human Performance Subject Guide at the UF Library: <http://www.uflib.ufl.edu/cm/hhp/hhp.html>. Or contact the sport, tourism and recreation subject librarian: <http://apps.uflib.ufl.edu/staffdir/SubjectsSpecialist.aspx>.

- The University of Florida recognizes that pursuit of an online degree requires just as much student support as pursuit of a traditional on-campus degree and therefore, each online program is responsible for providing the same student support services to both students who are in residence on the main campus and those who are seeking an online degree through distance learning.

- *Dean of Students Office* Do you need help resolving a conflict or would like access to the student code of conduct? Advise the Professor of your needs and register with the Dean of Students Office. The Dean of Students Office will provide documentation to you, which you then give to the instructor when requesting accommodation.

- *Counseling and Wellness Center* Would you like to speak to a counselor about a problem that you are having? Please visit our counseling and wellness center.

- *Online Computing Help Desk e-Learning Support Services* The UF Computing Help Desk is available to assist students when they are having technical issues.

- *Online Library Help Desk* The help desk is available to assist students with access to all UF Libraries resources.