Department of Tourism, Hospitality and Event Management, University of Florida

HFT 3253 - Lodging Operations and Management

Instructor:	Giulio Ronzoni	Class Meeting Days	Online
E-Mail:	Giulio.Ronzoni@ufl.edu	& Hours:	Online
Phone:	(407) 443-5994 (for emergency only)	Credit Hours:	3
Office Hours	By appointment (In-person, Zoom, Phone)	Class Location:	Online
Term:	Fall 2022	Class Section:	38G7-20179

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 Text and Material

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

Supplementary (Optional) Textbook and Material

Kasavana, M. L. & Brooks, R. M. (2017). Managing Front Office Operations (10th Ed.). Lansing, Michigan: American Hotel & Lodging Educational Institute. ISBN: 978-0-86612-550-5.

Basis for Final Grade

Assignment	Value
Attendance / Participation	50
Self-Reflections	50
Hotel Management Paper	100
Hotel Management Presentation	50
Quizzes (5x20 points)	100
Exam 1	150
Final Exam	250
Total	**750**

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	Above 95%	B-	80.0%-83.9%	D+	67.0%-69.9%

A-	90%-94.9%	C+	77.0%-79.9%	D	64.0%-66.9%
B+	87.0%-89.9%	C	74.0%-76.9%	D-	60.0%-63.9%
B	84.0%-86.9%	C-	70.0%-73.9%	F	< 60.0%

Professional Courtesy

It is the expectation that all individuals will treat every other individual with respect and dignity, which includes but is not limited to:

- Timely attendance, unobtrusive entry or exit from a class that is in session
- No open computers, tablets, iPads, etc. unless specifically approved by the instructor
- Cell phone ringers off and cell phones put away
- Body language that demonstrates a state of conscious awareness, no sleeping
- Attention directed at the designated speaker, eyes open, and standard hygienic practices required for acceptable assimilation into a crowded room

Late Work

There are no make-ups for any assignments including, but not necessarily limited to writing, quizzes, any and all exams, and any and all myhospitalitylab.com associated work, assignments, and quizzes. Essays will not be accepted if submitted after the due date.

Make-Up Policy

Make-up exams or projects are only allowed with a medical certificate (illness or injury), or a letter from a university office (i.e., representing the university at a sporting event, conference, or similar event). Please contact the Professor to arrange a time. Note: the exam could be slightly modified in the event of a make-up.

Academic Integrity

The integrity of a university depends upon academic honesty, which consists of independent learning and research. Academic dishonesty includes cheating and plagiarism. Cheating includes, but is not limited to, giving unauthorized help during an exam, obtaining unauthorized information about an exam before it is administered, using inappropriate sources of information during an exam, altering the record of any grade, altering an answer after an exam has been submitted, falsifying any official University record, and misrepresenting the facts in order to obtain exemptions from course requirements. The minimum penalty for cheating is an F for the course.

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. UF students are bound by The Honor Pledge, which states, "*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor 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.*"

Your quizzes and exams might be proctored by Honorlock.

Attendance Policy

Class attendance and participation is an integral component of this course. You are expected to attend all classes and participate on a regular basis (https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx).
Excused absences will only be allowed for certain reasons:

a) Medical reasons (with a medical note—only state the dates of excuse and not the cause for privacy reasons)
b) Mental health reason (with medical note only stating the dates of excuse and not the cause for privacy reasons)
c) Representing the university at an outside event (i.e., athletes with an appropriate excuse)
d) Student Organization outside event (such as a conference in another city – with advisor note)
e) Court-mandated appearance (with appropriate documentation)
f) Death of a close relative (i.e., father, mother, siblings, aunt, uncle, grandparents – with documentation)
g) Religious holiday (students may choose only one religious' affiliation)
h) Others at the Professor's discretion

Excuses will **not** be allowed for the following:

a) Car troubles and repairs
b) Work, Training
c) Internship
d) Leisure travel
e) Family reunion
f) Anything not included in items a-e in the excused absence section will not be excused

Absences	Penalty
3 or less	Proportional point deduction from the attendance grade
4-5	Deduction from attendance grade + 1 letter grade deduction from the total class grade (i.e., if you had an 'A' you will get a 'B')
6-8	Deduction from attendance grade + 2 letter grade deduction from the total class grade (i.e., if you had an 'A', you will get a 'C')
9 or more	Failure of the entire class (F)

Professionalism Policy

Per university policy and classroom etiquette, mobile phones, iPods, etc., must be silenced during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately so as to not disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, etc., and have been warned, may suffer a reduction in their final class grade.

Recording

No person shall, without the prior written consent of all persons present, transfer or cause to be transferred any sounds or images recorded on a disc, wire, tape, film, videocassette, digital media, or other article or medium now known or later developed on which sounds or images are

recorded. Violations of this policy shall result in a failing grade for this course; further, civil and criminal penalties may result.

Services to Students with Disabilities
Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented 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.

Notice of Copyright for Course Syllabus and Lectures
The University requires all members of the University community to familiarize themselves with and follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability as well as disciplinary action under University policies.

Available Resources for Students
- Online Computing Help Desk & e-Learning Support Services: https://helpdesk.ufl.edu.
- Office of Academic Support can be found at https://oas.aa.ufl.edu/.
- UF Tutoring offers various forms of academic support to help students succeed in their studies. All tutoring services are free to UF students. https://teachingcenter.ufl.edu/tutoring/
- Writing Studio: The Writing Studio is committed to helping UF students meet their academic and professional goals by becoming better writers. https://writing.ufl.edu/writing-studio/.
- U Matter We Care: This initiative aims to assist the community with care-related resources that focus on health, safety, and holistic well-being. https://umatter.ufl.edu/.
- 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.
- Counseling Center: Phone 352-392-1575, http://www.counseling.ufl.edu/cwc/Default.aspx.

Flexibility and Responsibility
Any portion of this syllabus may be changed at the instructor's discretion. It is the student's responsibility to become aware of changes to the syllabus by reading the instructor's electronic communications.