LEI 3360 – 08D3 Hospitality Management
Syllabus

OVERVIEW

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 interfacings 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 recreation and leisure, gaming, managed services, meeting/convention/ exhibition/special event segments.

OBJECTIVES

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

- In order to gain access to the content in this course, **the Orientation module (including assignments as mentioned at the bottom of this page) must be completed in entirety**.
- 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

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 and Hotel Education and a master certification in Essentials of Hospitality Management from Cornell University. Certifications from the Southeast Tourism Society Marketing College include Travel Marketing Professional (TMP) and Festivals and Events certification.

Accessibility score: Perfect Click to improve

- **Messaging:** Use the Canvas Inbox (Links to an external site.) conversation tool to message your instructor.
- **Office Hours:** Monday and Wednesday from 9:30 to 11:00 or by appointment .
- **Phone:** (352) 303-9452
- **Email:** rgromoll@ufl.edu
- **Web:** Faculty Website (Links to an external site.)

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.

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.

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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

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

COURSE REQUIRED ACTIVITIES

DISCUSSIONS

There are ten (10) discussion topics associated with the course content.

ATTENDANCE

Attendance will be taken randomly 15 times during the semester and each one will be worth 10 points. Attendance will be taken during any guest speakers lectures or field trips, which will be part of the 15.

DISCOVERY LEARNING EXERCISES

There are fourteen (5) Discovery Learning Exercise assignments associated with the course content.

QUIZZES

There are six (6) quizzes associated with the course contend and textbook readings. Read the textbook chapters, watch the video lectures, and take the module quizzes.

SNAP SHOT

There are four (4) SNAP-SHOT assignments. These assignments will be at the interview sites (hotels, restaurants, attractions, venues) and will include the collection of promotional materials from those sites and displayed through creative design by the student groups.

PROFESSIONAL INTERVIEWS

There are four (4) group assignments conducting professional interviews with Hospitality and Tourism professionals. The interviews will include hotels, restaurants, attractions, and Venues.

EXAMS

There are two (2) exams associated with the course content: The Mid-Term Exam and the Final Exam.

STUDENT FEEDBACK SURVEYS

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.

MID-COURSE SURVEY

The Mid-Course Survey will take place during Module 4 of the course. This survey will act as a prerequisite for the rest of the modules and will require completion before moving forward in the course. You will be graded for your participation in the quiz, not for your answers, as the survey is anonymous.

END-OF-COURSE SURVEY

The End-of-Course Survey will take place during Module 14 of the course. This survey will act as a prerequisite for the final module and will require completion before moving forward. You will be graded for your participation in the quiz, not for your answers, as the survey is anonymous.

GRADING POLICIES

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

GRADE DISTRIBUTION

ASSIGNMENTS	TIMES	POINTS	TOTALS	PERCENT
ATTENDANCE	(X15)	10	150	16.2%
DISCUSSIONS	(X10)	10	100	10.8%
DISCOVERY EXERCISE	(X5)	15	75	8.1%
QUIZZES	(X6)	20	120	13.0%
SNAP-SHOT	(X4)	20	80	8.7%
INTERVIEWS	(X4)	50	200	21.6%
EXAMS	(X2)	100	200	21.6%
TOTAL			925	100%

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.).

UF POLICIES

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.

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 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.