

FACULTY OF GLOBAL & COMMUNITY STUDIES
SCHOOL OF TOURISM MANAGEMENT
COURSE OUTLINE

Term:	Fall 2017	Instructor:	
Course No (Section):	TOUR 374	Office:	
Course Name:	Hospitality Operations: International Context	Telephone:	
Credits:	3	E-mail:	InstructorName@capilanou.ca
Classroom/Lab:		Office Hours:	
Scheduled:			

COURSE FORMAT: 3hrs/week X 15 weeks, plus an additional hour delivered through on-line or other activities. This course may also be offered in mixed mode format.

PREREQUISITES: None

FOURTH HOUR: Fieldtrips, Group Tutorials, Industry Presentations

COURSE DESCRIPTION: This course introduces the accommodation sector, with emphasis on the sector’s operations, departments and personnel, organization and ownership structures, international hotel rating systems, technologies applied in the operations and guest service experiences of hotels and the management of current issues and challenges in the international business scope.

COURSE LEARNING OUTCOMES: Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
Identify specific accommodation sector terminologies
Describe, demonstrate and utilize course knowledge in various case study discussions to deal with operations and management of this sector in an international context
Describe the duties, responsibilities and inter-relationships of all major divisions of Hospitality Operations and Management
Apply operations and management solutions learned in the course to given situational case studies
Identify and explain major components of hospitality operations and management and how a good service management culture relates to enhancing the experience of clients, staff and the corporation
Analyze situational case studies drawn from international examples to identify common operation issues and challenges

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Term Tests (2 X 20%)	40%	I
In-Class discussions & Report: Operations	10%	G
Assignment 1: World Renowned Hotel Corporations	5%	G
Assignment 2: Hotel Trends: Amazing Properties	5%	G
Management Case Studies X 2	15% 25%	I G
	100%	

GRADING PROFILE: A+ = 90-100% B+ = 77-79% C+ = 67-69% D = 50-59%
 A = 85-89% B = 73-76% C = 63-66% F = 49% or less
 A- = 80-84% B- = 70-72% C- = 60-62%

GRADING STANDARDS:
A+ All aspects of the work submitted are to exceptional standards.

Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).

A All aspects of the work submitted are to excellent standards.

Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).

B All aspects of the work submitted are to good standards.

Accurately researched, clear discussion, well-structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).

C All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.

Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).

D Work submitted earns a minimal pass.

Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).

F All aspects of the work submitted are below adequate standards

Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature, other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

REQUIRED TEXT and OTHER RESOURCES:

- Reading package, including industry articles and news provided by instructor.
- International case studies

COURSE CONTENT/SCHEDULE:

Week	TOPIC(S)	REQUIRED READINGS/ACTIVITIES
	Part I: International Hotel Operations: Key Players	
1	<ul style="list-style-type: none"> • The Hotel Business 	Allocate Assignment 1 topics
2-3	<ul style="list-style-type: none"> • Rooms Division Operation 	
4	<ul style="list-style-type: none"> • Technology: Service Experience; Operations Efficiency; Big Data as well as International Distribution 	4 th hr. activity: In-class Discussion Test 1: Chp 1-3
5-6	<ul style="list-style-type: none"> • Food and Beverage Division Operation 	Due: In-class Discussion Report
7	<ul style="list-style-type: none"> • Gaming Entertainment Industry and Cruise Ships Floating Resorts 	
	Part II: International Hotel Management: Issues, Challenges and Trends	
8	<ul style="list-style-type: none"> • International Hotel Chain Management: Marketing, Branding, Growth and Expansion Strategies 	Due: Assignment 1
9	<ul style="list-style-type: none"> • The Individual Hotel's Dilemma: To Flag or Not To Flag? The Independent Hotel's Perspective 	Test 2: Chapters 4-5
10	<ul style="list-style-type: none"> • Managing Customer Experience: Changing Customer Generation and Diversity 	
11	<ul style="list-style-type: none"> • Managing Employee Experience: Changing Employee Generation, Diversity and Motivate To Provide Outstanding Service 	Due: Case Study 1
12	<ul style="list-style-type: none"> • Globalization Issues and Challenges: Politics, Economics, Social-Cultural Responsibility, Environment, Legal and Competition 	
13	<ul style="list-style-type: none"> • Hospitality Trends: Accommodation Styles, Themes and Size 	Due: Case Study 2
14-15	<ul style="list-style-type: none"> • Final Exam Weeks 	Due: Assignment 2

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

FACULTY POLICIES:***Attendance:***

Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline. **Attendance for weekend courses is mandatory. A deduction of 15% per day missed, or part thereof will be assessed without proper medical documentation.**

Participation:

This mark, if included as part of the assessment items by the instructor, is based on both the frequency and quality of the student's comments, questions, observations, and involvement, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks. Preparing the required readings will support a student's ability to participate. The participation mark is also influenced by professionalism (as described below), attitude and punctuality.

Professional Behaviour:

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

Cheating and Plagiarism:

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Website.

Penalties for Cheating & Plagiarism:

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University Website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Missed Exams & Quizzes:

Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A**

doctor's certificate, or other proof supporting the reason for the absence, may be required.

- English Usage:** All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**
- Assignments:** Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.
- Programmable Tools:** The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.
- Incomplete Grades:** Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.
- Copyright Policy:** Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.
- Emergency Procedures:** Students are required to familiarize themselves with emergency procedures posted in the classroom.