

<b>DEREE COLLEGE SYLLABUS FOR:</b>		<b>US CREDITS: 3/0/3</b>
<b>HT 3131 – HOSPITALITY OPERATIONS – LEVEL 5</b>		<b>UK CREDITS: 15</b>
(Spring 2015)		
<b>PREREQUISITES:</b>	HT 1001 Introduction to the Tourism and Hospitality Industry	
<b>CATALOG DESCRIPTION:</b>	The functions, organization and management of various departments and services within the hospitality sector.	
<b>RATIONALE:</b>	This course aims at developing students' understanding of the structure, functions and processes of hospitality organizations and the role of the Hotel Manager. It equips students with knowledge on the nature and context of service operations including design, processes, and controls as they apply in the hospitality context. It connects the output of the operational departments with the various management functions of hospitality organizations.	
<b>LEARNING OUTCOMES:</b>	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Examine the external environmental influences and industry stakeholders that affect the structure and management in the hospitality sector.</li> <li>2. Analyse the roles and functions of different departments in hospitality organizations and explain the management tools for effective design, implementation and control of hospitality operations.</li> <li>3. Critically discuss the managerial issues and challenges involved in hospitality operations.</li> </ol>	
<b>METHOD OF TEACHING AND LEARNING:</b>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.</li> <li>➤ Individual term paper: An analysis of a contemporary topic in hospitality operations management, requiring extensive use of literature and theory resources.</li> <li>➤ Site visit to at least one hotel unit, during which students receive a guided tour of all departments.</li> <li>➤ Analysis and discussion of short hospitality operations cases.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material</li> <li>➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources.</li> </ul>	

ASSESSMENT:	<table><tr><td>In-class, 1-hour, "diagnostic" test, assignments - <b>formative</b></td><td>0</td><td>Short essay and numerical problems, case studies</td></tr><tr><td>Midterm examination (1-hour comprehensive) - <b>summative</b></td><td>40</td><td>Essay-type (one question)</td></tr><tr><td>Written paper - <b>summative</b></td><td>60</td><td>Individual, 2500-3000 words</td></tr></table>			In-class, 1-hour, "diagnostic" test, assignments - <b>formative</b>	0	Short essay and numerical problems, case studies	Midterm examination (1-hour comprehensive) - <b>summative</b>	40	Essay-type (one question)	Written paper - <b>summative</b>	60	Individual, 2500-3000 words
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	Written paper - <b>summative</b>	60	Individual, 2500-3000 words									
The formative assessments aim to prepare students for the examination. The midterm examination tests Learning Outcome 1. The term paper tests Learning Outcomes: 1, 2 and 3.												
INDICATIVE READING:	REQUIRED MATERIAL: <ul style="list-style-type: none"><li>Barrows, C.W, Powers, T., Reynolds, D. (2012) <i>Introduction to management in the hospitality industry</i>, Ney Jersey: Wiley (or latest edition)</li></ul>											
	RECOMMENDED READING:  A. BOOKS <ul style="list-style-type: none"><li>Hayes, D. and Ninemeier, J. (2007) <i>Hotel Operations Management</i>, Prentice Hall.</li><li>Rutherford, D., G., and O’ Fallon M., J., (2007) <i>Hotel Management and Operations</i>, New Jersey: Wiley.</li></ul> B. ARTICLES <ul style="list-style-type: none"><li>Burgess, C. (2012). “Multiple stakeholders and middle managers: the role of the hotel financial controller.” <i>Service Industries Journal</i>, 32(1), 151-169.</li><li>Dalci, I., &amp; Kosan, L. (2012). “Theory of Constraints Thinking-Process Tools Facilitate Goal Achievement for Hotel Management: A Case Study of Improving Customer Satisfaction.” <i>Journal of Hospitality Marketing &amp; Management</i>, 21(5), 541-568.</li><li>DiPietro, R. B., Crews, T. B., Gustafson, C., &amp; Strick, S. (2012). “The Use of Social Networking Sites in the Restaurant Industry: Best Practices.” <i>Journal of Foodservice Business Research</i>, 15(3), 265-284.</li><li>Gössling, S., (2015) “New performance indicators for water management in tourism” <i>Tourism Management</i>, 46, 233-244.</li><li>Harrington, R. J., Ottenbacher, M. C., &amp; Way, K. A. (2013). “QSR Choice: Key Restaurant Attributes and the Roles of Gender, Age and Dining Frequency.” <i>Journal of Quality Assurance in Hospitality &amp; Tourism</i>, 14(1), 81-100.</li><li>León-Darder, F., Villar-García, C., &amp; Pla-Barber, J. (2011). “Entry mode choice in the internationalisation of the hotel industry: a holistic approach.” <i>Service Industries Journal</i>, 31(1), 107-122.</li><li>Mikkelsen, B. E., &amp; Sylvest, J. (2012). “Organic Foods on the Public Plate: Technical Challenge or Organizational Change?” <i>Journal of Foodservice Business Research</i>, 15(1), 64-83.</li></ul>											

	<ul style="list-style-type: none"> <li>• Mkono, M. (2013). “Augmenting Foodservice Experiences through Cultural Entertainment at Tourist Destinations.” <i>Journal of Foodservice Business Research</i>, 16(1), 40-51.</li> <li>• Núñez-Serrano J.A., Turrión, J., Velázquez, F., J. (2014) “Are stars a good indicator of hotel quality? Assymetric information and regulatory heterogeneity in Spain”, <i>Tourism Management</i>, 42, 77-87.</li> <li>• Pearlman, D. M., &amp; Chacko, H. (2012). “The Quest for Quality Improvement: Using Six Sigma at Starwood Hotels and Resorts.” <i>International Journal of Hospitality &amp; Tourism Administration</i>, 13(1), 48-66.</li> <li>• Sharma, A., Sneed, J., &amp; Beattie, S. (2012). “Willingness to Pay for Safer Foods in Foodservice Establishments.” <i>Journal of Foodservice Business Research</i>, 15(1), 101-116.</li> <li>• Sinclair, M. and Sinclair, C. (2009) “Improving hotel efficiency through integration of service and project management cultures”, <i>International Journal of Hospitality &amp; Tourism Administration</i>, 10(4), 344-360.</li> <li>• Wei, Y., &amp; Huang, Y. (2013). “The Impact of Food Quality on Foodservice Satisfaction at International Conferences.” <i>Journal of Convention &amp; Event Tourism</i>, 14(3), 252-269.</li> </ul>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	<b>REQUIRED MATERIAL: N/A</b>  <b>RECOMMENDED MATERIAL: N/A</b>
<b>COMMUNICATION REQUIREMENTS:</b>	Written case analysis submitted using proper professional English.
<b>SOFTWARE REQUIREMENTS:</b>	Blackboard, MS Office, search engines
<b>WWW RESOURCES:</b>	<a href="http://www.world-tourism.org">www.world-tourism.org</a> <a href="http://www.ttra.com/publications/01pub.html">www.ttra.com/publications/01pub.html</a> <a href="http://www.geog.nau.edu/igustgort.ucsd.edu/newjorla/msg03066.html">www.geog.nau.edu/igustgort.ucsd.edu/newjorla/msg03066.html</a> <a href="http://www.elsevier.com/inca/publications/store/3/0/4/7/2/30472/pub.html">www.elsevier.com/inca/publications/store/3/0/4/7/2/30472/pub.html</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. Overview of the hospitality sector</li> <li>2. The hotel operational departments, functions and processes</li> <li>3. The hospitality organization’s managerial functions</li> <li>4. Integration of operational departments and managerial functions.</li> <li>5. Issues and challenges in hospitality operations management.</li> </ol>