

DEREE COLLEGE SYLLABUS FOR:		US CREDITS: 3/0/3
HT 3139 – MANAGEMENT OF HOSPITALITY AND FOOD & BEVERAGE OPERATIONS – LEVEL 5		UK CREDITS: 15
(Updated Fall 2021)		
PREREQUISITES:	HT 1001 Introduction to the Tourism and Hospitality Industry	
CATALOG DESCRIPTION:	The functions, managerial aspects and operational requirements of various departments within the hospitality sector, including in the food and beverage (F&B) division.	
RATIONALE:	The course equips students with knowledge on the nature and context of hospitality operations including design, processes, and controls, and it relates the impact of F&B management to the hospitality sector. It connects the output of the operational departments with the various management functions of hospitality organizations.	
LEARNING OUTCOMES:	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> 1. Examine the roles, functions and impact of different departments in hospitality organizations. 2. Analyse the management tools and processes employed for effective design, implementation and control of hospitality and food and beverage operations. 3. Distinguish the critical factors that determine the efficient operation of a hospitality organisation. 	
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> ➤ Class lectures, interactive learning (class discussions, group work) and practical problems solved in class. ➤ Analysis and discussion of short hospitality operations cases. ➤ Site visit to a hotel unit, during which students receive a guided tour of all departments. ➤ Assessment components: (a) the mid-term examination is aimed at assessing the students' understanding of key principles, concepts and theory frameworks covered in the early stages of the course. The nature of the questions will encourage students to engage critically with the subject matter; (b) the individual written paper is aimed at encouraging students to reflect on how the various theory perspectives and frameworks can be applied in practice within the context of the tourism and hospitality industry; (c) the in-class reflective essay allows students to organize their newly acquired knowledge and relate it to the one previously gained. ➤ Individual research paper: Students engage in research of relevant academic literature and actual examples of practices in the tourism and hospitality industry in order to demonstrate their understanding and critical awareness of relevant issues and challenges in the course focus area. ➤ 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. ➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources. 	

ASSESSMENT:	<p>Summative:</p> <table border="1" data-bbox="678 170 1422 300"> <tr> <td>First Assessment: In-class written examination (One-hour, closed-book, essay-type)</td><td>40%</td></tr> <tr> <td>Final Assessment: individual written paper (2,500-3,000 words)</td><td>60%</td></tr> </table> <p>Formative:</p> <table border="1" data-bbox="678 363 1422 428"> <tr> <td>Discussion of case studies, articles and other resources</td><td>0%</td></tr> </table> <p>The formative and coursework assessments aim to prepare students for the unseen and summative assessments. The first assessment tests Learning Outcome 1. The final assessment tests Learning Outcomes 1, 2 and 3.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>	First Assessment: In-class written examination (One-hour, closed-book, essay-type)	40%	Final Assessment: individual written paper (2,500-3,000 words)	60%	Discussion of case studies, articles and other resources	0%
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Final Assessment: individual written paper (2,500-3,000 words)	60%						
Discussion of case studies, articles and other resources	0%						
INDICATIVE READING:	<p>REQUIRED MATERIAL:</p> <ul style="list-style-type: none"> • Hayes, D. and Ninemeier, J. (2007). <i>Hotel Operations Management</i>, Prentice Hall (or latest edition). • Barrows, C.W, Powers, T., Reynolds, D. (2012). <i>Introduction to management in the hospitality industry</i>, Ney Jersey: Wiley (or latest edition). 						
	<p>RECOMMENDED READING:</p> <p>A. BOOKS</p> <ul style="list-style-type: none"> • Chibili, M. De Bruyn, S., Benhadda, L., Lashley, C., Penninga, S., Rowson, B. (2017). <i>Modern Hotel Operations Management</i>, London: Routledge. • Davis, B., Lockwood, A., Alcott, P., Pantelidis, I., (2012). <i>Food and Beverage Management</i>, London: Routledge. • Gregoire, M. B and Spears, M. C., (2007). <i>Foodservice organizations; a managerial and systems approach</i>, Harlow: Pearson • Payne-Palacio, J. and Theis, M. (2015). <i>Introduction to Foodservice</i>, Harlow: Pearson Higher Education (or latest edition). • Rutherford, D., G., and O' Fallon M., J., (2007). <i>Hotel Management and Operations</i>, New Jersey: Wiley. <p>B. ARTICLES</p> <ul style="list-style-type: none"> • Cetin, G., Demirciftci, T., & Bilgihan, A. (2016). Meeting revenue management challenges: Knowledge, skills and abilities. <i>International Journal of Hospitality Management</i>, 57, 132–142 						

- Chiang, C. I., & Saw, Y. L. (2018). Do good looks matter when applying for jobs in the hospitality industry? *International Journal of Hospitality Management*, 71, 33–40.
- Devrim Yilmaz, Ö. (2017). An undervalued department or a terra incognita? Hotel housekeeping from the perspectives of executive housekeepers and room attendants. *Tourism*, 65(4), 450–461.
- Dominianni, C., Lane, K., Ahmed, M., Johnson, S., McKelvey, W., & Kazuhiko Ito. (2018). Hot Weather Impacts on New York City Restaurant Food Safety Violations and Operations. *Journal of Food Protection*, 81(7), 1048–1054.
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- Fakih, K., Assaker, G., Assaf, A. G., & Hallak, R. (2016). Does restaurant menu information affect customer attitudes and behavioral intentions? A cross-segment empirical analysis using PLS-SEM. *International Journal of Hospitality Management*, 57, 71–83.
- Filimonau, V., & De Coteau, D. A. (2019). Food waste management in hospitality operations: A critical review. *Tourism Management*, 71, 234–245.
- Gössling, S., (2015) New performance indicators for water management in tourism. *Tourism Management*, 46, 233–244.
- Guchait, P., Paşamehmetoğlu, A., & Madera, J. (2016). Error management culture: impact on cohesion, stress, and turnover intentions. *Service Industries Journal*, 36(3–4), 124–141.
- Harrington, R. J., Ottenbacher, M. C., & Way, K. A. (2013). QSR Choice: Key Restaurant Attributes and the Roles of Gender, Age and Dining Frequency. *Journal of Quality Assurance in Hospitality & Tourism*, 14(1), 81–100.
- King, Carol A., 1995. What is hospitality? *International Journal of Hospitality Management*. 14(3/4), pp. 219–234.
- Marlowe, B., & Lee, S. (2018). Conceptualizing Terroir Wine Tourism. *Tourism Review International*, 22(2), 143–151.
- McAdams, B., & von Massow, M. (2017). Tipped out: How do gratuities affect restaurant operations? *Journal of Foodservice Business Research*, 20(4), 432–446.
- McCole, D., Holecek, D., Miller-Eustice, C., & Lee, J. S. (2018). Wine Tourists in Emerging Wine Regions: A Study of Tasting Room Visitors in the Great Lakes Region of the Us. *Tourism Review International*, 22(2), 153–168.
- Mun, S. G., Woo, L., & Paek, S. (2019). How important is F&B operation in the hotel industry? Empirical evidence in the U.S. market. *Tourism Management*, 75, 156–168.

	<ul style="list-style-type: none"> 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. Sorokina, E., Semrad, K., & Mills, B. (2016). Practical Sales Forecasting: Potential Solutions for Independently Owned Hotels. <i>Tourism Analysis</i>, 21(6), 631–644. Pine II, B. J. and Gilmore, J. H. (1998). Welcome to the experience economy. <i>Harvard Business Review</i>, 76(4), 97-105. Weng, S. J., Gotcher, D., & Kuo, C. F. (2017). Lining up for quick service—The business impact of express lines on fast-food restaurant operations. <i>Journal of Foodservice Business Research</i>, 20(1), 65–81. Xu, X., & Chi, C. G. (2017). Examining Operating Efficiency of U.S. Hotels: A Window Data Envelopment Analysis Approach. <i>Journal of Hospitality Marketing & Management</i>, 26(7), 770–784. Yaoyuneyong, G., Whaley, J. E., Butler, R. A., Williams, J. A., Jordan, K. L., & Hunt, L. (2018). Resort mystery shopping: A case study of hotel service. <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 19(3), 358–386.
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	REQUIRED MATERIAL: N/A RECOMMENDED MATERIAL: N/A
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	Blackboard, MS Office, search engines
WWW RESOURCES:	www.unwto.org www.ttra.com/publications/01pub.html www.geog.nau.edu/igustgort.ucsd.edu/newjorla/msg03066.html http://www.ih-ra.org/ https://ec.europa.eu/food/overview_en https://www.fda.gov/
INDICATIVE CONTENT:	<ol style="list-style-type: none"> Overview of the hospitality sector The hotel operational departments, functions and processes The systems approach in foodservice operations The hospitality organization's managerial functions Integration of operational departments and managerial functions. Issues and challenges in hospitality operations management. Culinary trends and resulting challenges for F&B management.