

**University of Florida
College of Health and Human Performance
Department of Tourism, Recreation and & Sports Management**

**LEI 3836: Hospitality Management (3 credits)
Thursdays 6:15-9:10 PM
Room WEIM 1070
Spring 2009**

Instructor: Nanci Haley
Adjunct Lecturer
GM, Hilton University of Florida
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Department Chair: Dr. Mike Sagas, Room 300 FLG

Office Hours: 5:15 PM- 6PM Thursdays Conference Room 3rd Floor FLG
And by appointment only

Required Book: Angelo, R.M. & Vladimir, A.N. (2007). Hospitality Today: An Introduction (Sixth Edition). Educational Institute of the American Hotel & Motel Association. MI: East Lansing

Course Description:

This course will provide a general overview of the hospitality industry with perspectives on the organizational structure, operations, management and various associated issues.

Course Objectives:

At the end of the course, successful students will be able to:

- Discuss major tourism markets, noting topics such as, tourism attractions, number of visitors and tourist spending statistics.
- Describe the characteristics and organization of the lodging industry.
- Describe the meetings industry and types of meetings typically held in lodging facilities.

- Describe casino hotels and their differences from other types of hotels; describe the growing popularity of gaming, and offer examples of casino operations, employees and customers.
- Describe the food service industry, summarize some of the pitfalls of starting a new restaurant and cite reasons why restaurants may fail.
- List and describe menu categories, and summarize the importance of menu design and pricing.
- Describe the characteristics of the cruise industry and the variety of hospitality positions available both on shore and aboard the ship.
- Compare the success rate of franchises versus other private businesses. Outline the advantages and disadvantages of owning a franchise.
- Distinguish marketing from selling and describe the unique challenges faced by marketers of services.
- Identify the advantages and disadvantages of a career in the hospitality industry.

Class Policies:

- **You** are responsible for both the information given in class and the readings from the textbook and supplement resources. If you are absent when materials are distributed, it your responsibility to get the information from another student.
- Attendance is a matter of maturity and professionalism.
- Late assignments will NOT be accepted.
- Makeup exams and assignments will not be given.
- All cell phones and pagers **MUST** be turned off during class.
- Always be on time for class! If you must come in late, use the back door and enter quietly. Respect other people's time.
- You are required to stay for the entire duration of the class period. Early exit of the class will not be tolerated.
- If you have a need for special test taking or note taking accommodations due to a disability, it is your responsibility to tell me as soon as you can.
- A 15- minute break will be given at the mid-point of each class.

Course Requirements:

- 1.) Readings will be assigned throughout the semester. It is very important for you to keep up with the readings to enhance your understanding of the course content.
- 2.) Assignments will be given during the course of the semester.
- 3.) Four exams will be given during the course of the semester.
- 4.) One final paper will be completed.
- 5.) Class participation is strongly recommended.

Exams: Exams will be based upon lectures, discussions, assigned readings and supplementary materials. Each exam will consist of fifty multiple-choice questions.

Assignments: Assignments will be given throughout the course of the semester. Majority of the assignments will be conducted in class. As this is the case, it is very important that you come to class on a regular basis and participate, as missed assignments will count towards a reduction of your total grade for assignments.

Final Paper: Each student will complete a final paper which should be submitted in-class to the instructor by **April 2, 2009**. Late submissions will not be accepted. Details of the assignment will be given in class during the early part of the semester.

Evaluation:

4 Exams (100 points each)	400
Assignments	100
Final Paper	<u>100</u>
Total	<u>600</u>

Grade Summary:

Above 89.6 = A	89.5-84.6 = B+	79.6-84.5 = B	74.6-79.5 = C+
69.6-74.5 = C	64.6-69.5 = D+	59.6-64.5 = D	Below 59.5 = E

Date	Chapters	Topics
1/8		Introduction to Course
	1	Service Makes the Difference
1/15	2, 6, 7	Intro to Hosp Industry; Understanding the World of Hotels; Hotel Organization & Management
1/22		Exam 1 (chapters 1,2,6, 7)
	4	Understanding the Restaurant Industry
1/29	5	Understanding the Restaurant Industry; Restaurant Organization & Management
2/5	9	Intro to the Meetings Industry
2/12		Exam 2 (chapters 4, 5 & 9)
	8	Club Organization and Operation
2/19	10	The Cruise Line Business
2/26	11	Gaming and Casino Hotels
3/5		Exam 3 (chapters 8,10 & 11)
3/12		Spring Break
3/19	12	Managing & Leading in Hospitality Enterprises
3/26	13	Managing Human Resources
4/2	14	Marketing Hospitality
4/9	15,16	Management Companies and Franchising
4/16	17	Ethics in the Hospitality Industry
4/23		Reading Day- no class
27-Apr		Final Exam 27E
<p>Adjunct Lecturer: Nanci Haley</p> <p>nhaley@hnp.ufl.edu</p> <p>Office Hours: Each Thursday 5:00-6:00 or by appointment</p>		