

Describe the core duties of different lodging departments within hotels.
Assess the role of a general manager and assistant manager.
Clearly communicate relevant information related to the lodging industry.

Learning Outcomes/Course Objectives

Upon successful completion of this course, the students should be able to:

1. Describe and discuss current issues in the hotel/lodging industry in areas including ownership/equity structures, trends in investment/reinvestment into the business, operations, sales, marketing, and emerging sectors.
2. Gather and analyze data to help with decision-making in the hotel industry, including identifying all reasonable alternatives, selecting the best alternative, and justifying why you recommend a particular solution, and why the remaining alternatives are less desirable.
3. Communicate effectively, both verbally and in writing, with various parties, including owners, asset/portfolio managers, brand managers, hotel operators, and hotel operations staff.

Required Text

Sandoval-Starusz, A.K. (2007) *Hotel: An American History*.

Readings posted on Canvas.

Evaluation Methods

Late work

Late work will not be accepted. All assignments must be submitted on time.

In-class assignments

There will be 6 in-class assignments throughout this course. The object of these assignments will be to create a Wikipedia page for the history of hotels in the United States. Each week, students will be asked to work collaboratively on different sections of the proposed Wikipedia page which will then be submitted to Wikipedia at the end of the course. Students must be present to complete the in-class assignments.

Homework Assignments

There will be 6 homework assignments in this class. Each homework assignment will be unique and may be based on the text-book or the Canvas readings. The homework assignments are designed to measure the individual student's learning in the course. The homework assignments are individual work and must be completed independently.

C-	70 – 73
D+	67 – 69
D	64 – 66
D-	60 – 63
F	00 - 59

UNLV Policies

Public Health Directives

Face coverings are mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. UNLV public health directives are found at [Health Requirements for Returning to Campus](https://www.unlv.edu/coronavirus/health-requirements), <https://www.unlv.edu/coronavirus/health-requirements>. Students who do not comply with these directives may be asked to leave the classroom. Refu6(s)-eföomBT(m)7(a)7(y b)2tie-13(t 0 612 792 reW*nt)7(h

Identity Verification in Online Courses

the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Missed Classwork policy, under Registration Policies, on the [Academic Policies](#) webpage,

is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3-301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, telephone 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

Diversity Statement

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation. Please see [University Statements and Compliance](https://www.unlv.edu/about/statements-compliance), <https://www.unlv.edu/about/statements-compliance>.

A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another's points of view, acknowledging that there may be disagreements, keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.

Course Agenda/Schedule

Week	Topic	Readings	Assignments
Week 1	Course Introduction The modern front desk and its role across different segments	Canvas Readings	Homework assignment 1 due on Monday at 5:00 p.m.
Week 2	History of the Hotel industry – 1789 to 1876	Readings: Sandoval-Strausz Chapters 1-3	In-class assignment 1 due
Week 3	The Dawn of the Grand Hotel and Cesar Ritz – 1876 to 1908	Readings: Sandoval-Strausz Chapter 4, Canvas readings	In class assignment 2
Week 4	The evolution of housekeeping and the modern housekeeping department	Canvas readings	Homework assignment 2 due on Friday at 5:00 p.m.
Week 5	The professionalization of hospitality	Readings: Sandoval-Strausz Chapter 5 Canvas Readings	In class assignment 3
Week 6	Front services – bell and valet	Canvas Readings	Homework assignment 3 due on Friday at 5:00 p.m.
Week 7	Exam 1 Guest Speaker		
Week 8	Laws of innkeeping Introduction of final project	Readings: Sandoval-Strausz Chapters 6 and 7	In class assignment 4
Week 9	Spring Break		

Week	Topic	Readings	Assignments
Week 10	Room reservations	Canvas Readings	Homework assignment 4 due on Friday at 5:00 p.m.
Week 11	Revenue Management	Canvas Readings	In class assignment 5
Week 12	The role of the general manager and assistant manager or Jack of Trades, Master of None	Canvas Readings	Rough draft of final project due Friday at 5:00 p.m.
Week 13	Diversity and Inclusion – a historical perspective	Readings: Sandoval-Strausz Chapters 9 and 10	In class assignment 6 due on Friday at 5:00 p.m.
Week 14	Peer-to-peer accommodations	Canvas readings	Homework assignment 6 due on Friday at 5:00 p.m.
Week 15	Presentations – Present final project		
Week 16	Finals week		Final project due on Tuesday of final exam week at 5:00 p.m.