

## MODULE DESCRIPTOR

### Module Title

Hotel Operation Management

Reference	CB2321	Version	5
Created	March 2024	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	30
Amended	April 2024	ECTS Points	15

### Aims of Module

To provide the student with the knowledge of key aspects of hotel operations management and develop the confidence to interpret financial data and make management decisions.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Prepare and analyse basic management accounting information relevant to hotel operations.
- 2 Appraise sustainability practices and Corporate Social Responsibility within hotel operations.
- 3 Demonstrate an insight into problem solving and crisis management within hotel operations.
- 4 Describe current operational practices and trends within the accommodation sector.
- 5 Appraise sales promotion and management procedures adopted for maximising revenue

### Indicative Module Content

Hotel Financial Operations, Borrowings, Insurance, Foreign Exchange, Working Capital Management; Medium and Long term Finance, Hotel Sustainability, Corporate social Responsibility, Hotel Crisis Management, Problem Solving, Customer Service Delivery, Front Office Operations, Facility Usage, Critical Evaluation of Hotels, Digital Media, types and trends, classification, international context, customer needs. Identification of operational practices; role of accommodation and revenue managers, managing the link between departments, buying and selection policies. Sales strategies; forecasting, pricing displacement, tactics and internet. Operational practices, quality control, legislative obligations, People Management, Brand and Experience, Marketing Experiences, Stakeholders and the Digital Eco-System, Hotel Crisis Management and Problem Solving, Sustainability and CSR, Customer Service Delivery, Customer Communication and Engagement. This module aligns with several United Nations Sustainable Development Goals (UNSDG). Good Health and Wellbeing (UNSDG 3) - the sustainable management of human resources and the management of employee health and wellbeing in hotels. Crisis management and problem-solving focus on priority areas of harm reduction relating to people, environment and physical assets during hotel risk management and crisis response planning. Integration of management and leadership approaches to the development of quality assurance for sustainable hotel operations. Clean Water and Sanitation (UNSDG 6), Affordable and Clean Energy (UNSDG 7), Sustainable Cities and Communities (UNSDG 11), Responsible Consumption and Production (UNSDG 12), and Climate Action (UNSDG 13) are all supported through sustainability considerations for hotels - food, water energy and waste management, as well as community issues and case studies. Content is informed by guidance from the Sustainable Hospitality Alliance, Waste and Resources Action Programme and the International Tourism Partnership. Partnership for the Goals (UNSDG 17) is considered through the connections and interdependencies between elements of traditional and digital hotel business stakeholders, communities and environments. This goal is also supported through signposting to and discussion of available supporting organisations who work with hotels in the areas of good CSR practices, and the avoidance of greenwashing and virtue signalling, and Reduced Inequalities (UNSDG 10) - a focus on the role of events in creating impact, supporting community, social inclusion, and activism. Decent Work and Economic Growth (UNSDG 8) ? developing sustainable financial strategies and economic opportunities, and promoting ethical event management leadership and sustainable elements through third parties and terms of engagement. Industry Innovation and Infrastructure (UNSDG 9), Sustainable Cities and Communities (UNSDG 11), Responsible Consumption and Production (UNSDG 12), Climate Action (UNSDG 13) ? exploring innovative solutions to current and future sustainability and macro-environmental challenges. Partnership for the Goals (UNSDG 17) ? working with third parties to enhance sustainable event management practices and quality standards and assurance. The module also engages students with UNESCO's Education for Sustainable Development Competencies (ESDC) including Anticipatory, Strategic and Collaboration, in terms of evaluating future change, collectively developing innovative actions, and learning from others. Critical Thinking, and Systems Thinking in terms of learning from and relating to others, the ability to question practices and opinions, and deal with uncertainty within complex hotel operational scenarios. Integrated Problem-Solving is developed through the application of various frameworks to resolve a variety of hotel management challenges.

### Module Delivery

Key concepts are introduced and illustrated through lectures, student centred learning exercises and directed reading. A proportion of delivery will involve input from industry; both from guest lectures and study visits.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	60	60
Non-Contact Hours	240	240
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Individual Portfolio				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 CHIBILI, M., 2010. *Basic management accounting for the hospitality industry*. Groningen: Noordhoff Uitgevers.
- 2 HARRIS, P., 2013. *Profit planning for hospitality and tourism*. 3rd ed. Oxford: Goodfellow Publishers Ltd.
- 3 WOOD, R., 2015. *Hospitality management: a brief introduction*. London: Sage.