

Hotel Operations/HMGT 3700/001 (Fall 2026)

Instructor Information

Soona Park Blackmore, Ph. D.
Hospitality, Event & Tourism Management
School of Merchandising & Hospitality
Management
Chilton Hall, Room 343 D
Phone: 940.565.2430
E-mail: soona.blackmore@unt.edu

Course Description, Structure, and Objectives

Detailed study of different departments within hotel properties. Emphasis on front office, food and beverage, housekeeping, engineering, security, sales and marketing and accounting.

Course Materials

- Main Textbook: *Managing Front Office Operations (11th edition)* by Michael L. Kasavana. American Hotel & Lodging Educational Institute (AHLEI).
- Supplementary materials and/or readings will be provided via Canvas.
- Technology requirements for courses with digital materials:
Class Materials for Digital Learning language *must* include the following: This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System and [faculty member to include other required equipment or software such as a webcam, microphone, Adobe Photoshop, etc.]. If circumstances change, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

Mission, Vision, and Program Learning Outcomes of HTM

HTM Mission

We educate the next generation of hospitality and tourism leaders who strive for excellence and embrace our diversity in a caring, innovative, and empowering community.

HTM Vision

To be world class in advancing innovative education, creating collaborative knowledge, and transforming future hospitality and tourism leaders.

HETM & EDEM Program Learning Outcomes

PLO1: Identify and apply the knowledge and skills necessary for hospitality and tourism operations.

PLO2: Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization.

PLO3: Demonstrate competence in the communication skills necessary for hospitality and tourism management.

PLO4: Formulate business decisions in hospitality and tourism management.

PLO5: Evaluate leadership principles necessary in the diverse and global hospitality and tourism industry.

By completing this course, the student should be able to:

- Have a better perspective of the lodging industry, both domestic and international (PLO3).
- Understand the history of the lodging industry and identify future trends that will affect it (PLO3).
- Identify the relationship between a hotel's operational departments (PLO5).
- Understand common lodging terms, and how they are used in the hotel industry (PLO1).
- State the operating goals of the modern hotel (PLO1/PLO4).
- Describe the basic organizational structure of a hotel (PLO1).
- Understand the process and managerial implications for different stages of a "Guest Cycle" e.g., reservation, registration, and checkout (PLO1).
- Comprehend the management decisions on projected costs, room pricing, and future demand (PLO2).
- Apply various methods for room pricing while understanding their advantages and disadvantages (PLO2).
- Understand the impact of current technologies used in the lodging industry (PLO2).
- Have a full understanding of security and risk management issues in the industry (PLO1).

How to Succeed in this Course

- Communicate any class-related issues or concerns with the instructor. I am quite responsive to emails and willing to help you succeed in the class.
- Check our Canvas regularly.
- Submit assignments on time.
- **The grade system for this class is designed to reward consistent efforts throughout the semester. Therefore, studying on a regular basis is essential to succeed.**

Supporting Your Success and Creating an Inclusive Learning Environment

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation so we will work as a class to collaborate in ways that encourage inclusivity.

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](http://www.unt.edu/oda) website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323.

Assessing Your Work

Include the grading scale (A-F) along with the point totals and/or percentages you will use to calculate the final grade.

A = 360-400 points (90-100%)

B = 320-359 points (80-89%)

C = 280-319 points (70-79%)

D = 240-279 points (60-69%)

F = 239 points or below (59% or below)

Grades are not negotiated since they are earned according to the requirements of this class. **Contacting the instructor close to the end of semester with requests for extra credit, additional assignments and the like will not be approved.** The instructor reserves the right to round up a student's final grade if the student has been diligent in participating in the class and has not missed quizzes or assignments. If you have concerns about your grade for any reason, contact the instructor well prior to the end of the semester.

Course Requirements/Schedule

Week	Contents to cover	Assignment	Points possible
Week 1 (Aug 17 – 23)	Class introduction Ch 1 The lodging industry	Weekly quiz Weekly activity	20
Week 2 (Aug 24 – 30)	Ch 2 Hotel organization	Weekly quiz Weekly activity	20
Week 3 (Aug 31 – Sep 6)	Ch 3 Front office operations	Weekly quiz Weekly activity	20
Week 4 (Sep 7 – 13)	Ch 4 Reservations	Weekly quiz Weekly activity	20
Week 5 (Sep 14 – 20)	Ch 5 Registration	Weekly quiz Weekly activity	20
Week 6 (Sep 21 – 27)	Ch 6 Communication and guest services	Weekly quiz Weekly activity	20
Week 7 (Sep 28 – Oct 4)	Ch 7 Security and lodging industry	Weekly quiz Weekly activity	20
Week 8 (Oct 5 – 11)	Mid term		60
Week 9 (Oct 12 – 18)	Ch 8 Front office accounting	Weekly quiz Weekly activity	20
Week 10 (Oct 19 – 25)	Ch 9 Check-out and account settlement	Weekly quiz Weekly activity	20
Week 11 (Oct 26 – Nov 1)	Ch 10 The role of housekeeping	Weekly quiz Weekly activity	20
Week 12 (Nov 2 – 8)	Ch 11 Front office audit	Weekly quiz Weekly activity	20
Week 13 (Nov 9 – 15)	Ch 12 Planning and evaluating operations	Weekly quiz Weekly activity	20
Week 14 (Nov 16 – 22)	Ch 13 Revenue management	Weekly quiz Weekly activity	20
Week 15 (Nov 23 – 29): Thanksgiving week			
Week 16 (Nov 30 – Dec 6)	Ch 14 Human Resources	Weekly quiz Weekly activity	20
Week 17 (Dec 7 – 11)	Final exam		60

Assignments

I have great respect for students who are balancing the demands of their coursework with the responsibilities of caring for family members and working. **However, completing your work and assignments on time is extremely important for your success.** I understand everyone has occasional problems. **If you have a legitimate document (e.g., doctors' note) that proves you cannot complete the class work on time, communicate with me in advance (at least 48 hours before the due date).** If you contact me at the last minute or after the assignment due date, I will not be able to accommodate since it will not be fair for other students who completed on time.

Every student in my class can improve by doing their own work and trying their hardest with access to appropriate resources. **Students who use other people's work without citations will be violating UNT's Academic Integrity Policy.** Please read and follow this important set of guidelines for your academic success (<https://policy.unt.edu/policy/06-003>). If you have questions about this, or any UNT policy, please email me.

While I am not against the use of AI-generative tools such as ChatGPT when students use them to clarify certain sentences, I do not want students to rely on these tools to generate ideas and simply copy and paste them. Therefore, if I find out more than 30% of your assignment is AI-generated or plagiarized, I will deduct at least 30% of the available points for the assignment. If more than 50% of the assignment is AI-generated or plagiarized, I may reject the submission entirely. Similarly, I do not accept copying other students' work and submitting it as your own.

Additional Information

Are You An F-1 Visa Holder?

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.