HTM4006 Hotel Planning and Development

Subject Name: Hotel Planning and Development
Subject Code: HTM4006
No. of Credits: 3 credits
Total Contact Hours: 42 hours
Prerequisite: HTM3129 - Lodging Management

Subject Description
The aim of this subject is to explore the planning and development process of hotels and examine the key relevant issues. This subject introduces students to various types of business formats in the hotel industry and the sophisticated and workable system in planning and developing a hotel. At the end of the subject, students will be able to identify the principle problems and challenges during the planning, development and design process and their implications, and anticipates future trends and prospects.

Programme Learning Outcomes
See separate file for BSc programme outcomes.

Subject Outcomes
Students will be able to discuss the variables and identify the trends and challenges in the domestic and international hotel environment.

Students will also be able to compare hotel management contract, hotel franchising and independent ownership and evaluate the various types of international assignments, the role of expatriates and non-expatriates in supporting international hotel chain development.

Students will be able to make sound judgments about the suitability of a country for hotel development by applying the process for analyzing the social, economical and political aspects to the situation.

Students will be able to plan, initiate and implement effective recruitment and selection strategies for a new hotel project development and to plan and organize effective training and development programmes for expatriate and non-expatriate managers.

Students will be able to interpret and manage corporate culture and communication in the international hotel.

Assessment Weighting
Continuous Assessment: 60%
Examination: 40%
Key topics to be addressed in this subject (Subject to regular update)

1. Emergence of hotel industry
2. Hotel business environment analysis
3. Hotel business format
4. Managing international hotel operations
5. Staffing approaches in international hotel company
6. Recruitment and selection of key hotel executives
7. Designing compensation and benefit packages for domestic and international key hotel employees
8. Training and development for key hotel employees
9. Performance management for key hotel employees