



UNIVERSITY of
LOUISIANA
L A F A Y E T T E

**Hospitality
Management**

HMG 371– Lodging Management I – Virtual Hotel Tour - Assignment Guidelines

OBJECTIVE: Compare and contrast a full service and limited service accommodation. (PLO 2, 4)

Organize the paper in the order below with headings per section, use Calibri 12point, double-space between sections/single-space within sections with a FULL three page minimum. Industry terminology must be used appropriately – refer to your textbook. All guidelines below should be answered thoroughly in order with additional thought as applicable. Submit a pdf file in Moodle by the due date posted. Up to 10 formatting points may be deducted at the Instructor's discretion for not following instructions, improper formatting, grammar, spelling, and incorrect or missing facts. There are no makeups for this assignment; late submissions will earn a grade of zero. Business casual attire required.

COVER PAGE - NAME, HMG 371- FA/SP YEAR-Bowles, HOTEL NAME, DATE

INTRODUCTION - 5pts – use both hotels

Considering the current environment of education and opportunities that are restricted due to COVID, describe your expectations of a virtual hotel tour. Provide three different perspectives and relate to your experience with hotels – frequent guest, have participated in previous HMG hotel site visit, never been in a hotel, etc.

GENERAL HOTEL INFORMATION- 20pts – use both hotels

- 1) Describe this specific hotel, the overall brand and its place/contribution to the local and national hotel community. What are the amenities? What types of market segments does it cater to?
- 2) If the hotel is full service, compare and contrast to a limited service and vice versa.
- 3) Summarize each hotel in regards to ownership and management type (name the companies). What are advantages/disadvantages of working for Doubletree and Homewood Suites?

STAR REPORT/SALES PRESENTATION -25pts -Use the Homewood Suites for this portion – see files posted in Moodle.

- 1) Provide an analysis (using correct terminology) based on what the STAR reports show. Look at the hotel and the competitive set. Use critical thinking and summarize. Look at the hotel AND the competitive set.
- 2) Sales Efforts – Consider everything Ms. Danielle said about her efforts and summarize and evaluate....Refer to the Look & Book flyer, think about her responsibilities in a limited service (vs. full service), see cancellation report.

COVID - 15pts – use both hotels

Discuss the both hotels' responses to COVID. What are expectations? How has cleanliness changed and what is the future expectations? Think about perspectives from customers, housekeeping and other staff, corporate offices, budgets, logistics – short term and long term.

SUMMARY – 10pts 1) Summarize your personal thoughts about this virtual tour listing three concise aspects that benefited you and how. 2) In addition, address the following: Did it support gaining knowledge about the lodging industry? If yes, in what ways? If no, then why not and what were your expectations? Did this trip change your mind about entering the hotel industry?