

The Hong Kong Polytechnic University

Subject Code	HTM4348
Subject Title	Hotel and Real Estate Development
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM3222 Financial Management in Hospitality, Tourism and Events
Objectives	The objective of this subject is to explore the planning, design and development process of hotels and real estate, and examine the key relevant issues. This subject introduces students to various types of business formats in the hotel industry and real estate and the sophisticated and workable system in planning and developing a hotel and real estate. 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.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional</p> <ul style="list-style-type: none"> • Discuss the basic concepts and principles of hotel and real estate planning and development. • Understand the basic characteristics of the hotel real estate market and to assess the market value of a hotel. • Possess and be able to apply the skills, knowledge and abilities relevant to hotel and real estate planning, design and development taking into account current trends. • Understand the principles of hotel architecture and design, to estimate market supply and demand, and to project hotel and real estate financial performance. • Understand the owner’s perspective in the current hotel and real estate business. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Identify and apply the advantages and disadvantages of different types of hotel and real estate ownership and operations to Hotel Icon and other properties. • Demonstrate creativity, strategic thinking and critical thinking to inform sound judgement in an HTM/Hotel workplace and other properties

	<p>environment.</p> <ul style="list-style-type: none"> • In teams be able to identify, define, and resolve problems relevant the HTM/Hotel ICON and other properties planning, design and development from the conceptualization stage to the completion stage. • Specifically interpret economic indicators related to hotel and real estate industry, to identify the suitability, advantages and disadvantages of hotel and real estate site, and to analyze various market segments. <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Demonstrate a global outlook by analysing customer feedback from different hotel, real estates and restaurant operations in relation to hotel and real estate planning, design and development. • Interpret hotel and real estate design and development trends with an international perspective. <p>D. Effective Communicators</p> <ul style="list-style-type: none"> • Appraise the work of the other management teams by effective communication mechanisms such as regular meetings and reporting and combining their efforts to meet the project’s objectives. • Communicate effectively using a variety of media/technologies in a variety of situations to express clear ideas that demonstrate individual and group dynamics in communication. • Communicate their analysis on hotel and real estate planning, design and development projects to potential investors, government bodies, institutional lenders and other stakeholders in the hotel and real estate industry. <p>E. Lifelong Learners (not applicable)</p> <p>F. Ethical Leader</p> <ul style="list-style-type: none"> • Understand personal and corporate social responsibility expected of professionals working in HTM/Hotel ICON and other properties how have been applied. <p>G. Socially Responsible Global Citizen (not applicable)</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Key topics to be addressed in this subject :</p> <ol style="list-style-type: none"> a. Fundamentals of the Hotel Real Estate Market b. Hotel and Real Estate Development Process c. Location and Site Selection d. Neighborhood and Area Analysis

	<ul style="list-style-type: none">e. Supply and Demand Analysisf. Hotel and Real Estate Positioning, Design and Facilitiesg. Financial Performance Projectionh. Operation Mode and Chain Affiliation Selectioni. Hotel and Real Estate Asset Managementj. Hotel and Real Estate Investment and Valuationk. Current Local, Regional and Global Trends of Hotel and Real Estate Design and Development
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