

The Hong Kong Polytechnic University

Subject Code	HTM4308
Subject Title	Hotel Planning, Design and Development
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM3202 Financial Management in Hospitality and Tourism
Objectives	The objective of this subject is to explore the planning, design 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.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Discuss the basic concepts and principles of hotel 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 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 financial performance. • Understand the owner’s perspective in the current hotel business. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Identify and apply the advantages and disadvantages of different types of hotel ownership and operations to Hotel Icon. • Demonstrate creativity, strategic thinking and critical thinking to

	<p>inform sound judgement in an HTM/Hotel workplace environment.</p> <ul style="list-style-type: none"> • In teams be able to identify, define, and resolve problems relevant the HTM/Hotel Icon planning, design and development from the conceptualization stage to the completion stage. • Specifically interpret economic indicators related to hotel industry, to identify the suitability, advantages and disadvantages of hotel site, and to analyze various market segments. <p>C. 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 planning, design and development projects to potential investors, government bodies, institutional lenders and other stakeholders in the hotel industry. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Demonstrate a global outlook by analysing customer feedback from different hotel and restaurant operations in relation to hotel planning, design and development. • Interpret hotel design and development trends with an international perspective. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Understand personal and corporate social responsibility expected of professionals working in HTM/Hotel ICON and how has been applied.
<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 Development Process c. Location and Site Selection d. Neighborhood and Area Analysis e. Supply and Demand Analysis f. Hotel Positioning, Design and Facilities g. Financial Performance Projection

	<p>h. Operation Mode and Chain Affiliation Selection</p>
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i. Hotel Asset Management

j. Hotel Investment and Valuation

k. Current Local, Regional and Global Trends of Hotel Design and Development