



HM 3400 X01

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring Block 1

Year: 2025

Course Prefix: HM

Course and Section #: 3400 X01

Course Title: Hotel Industry Analytics

Credits: 2

Course Description

Familiarizes students with key hotel analytics, such as, foundational hotel industry dynamics, industry standard key performance indicators (KPIs) and their calculation, industry standard property level reporting, and various other industry standard performance reports. Prepares students to earn the Certification in Hotel Industry Analytics (CHIA).

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Liz Anderson

Student Learning Outcomes

- Earn the certification in hotel industry analytics (CHIA) from Smith Travel Research (CHIA)
- Identify the players in the hotel industry
- Categorize hotels based on geographic and non-geographic categories
- Describe the purpose of hotel revenue benchmarking and the role competitive sets play
- Create a competitive set
- Calculate various hotel Key Performance Indicators (KPIs) using raw data.
- Calculate percentage changes in hotel KPIs.
- Identify the various time periods that Smith Travel Research uses.
- Calculate index figures for a hotel's comp set.
- Describe how indexes and rankings are used to evaluate hotel performance.
- Describe the layout, purpose and uses of each of the sheets in the weekly and monthly STAR report.
- Benchmark hotel performance relative to a hotel's competitive set and other market segments.

- Using a STAR report: analyze property performance, identify areas of improvement, develop strategies to optimize performance, and monitor progress.
- Use hotel and market segmentation data to describe trends by market segment.
- Describe the contents and uses of the three most common STR ad-hoc reports: the trend report, the pipeline report, and the HOST/profitability report.
- Describe the three most popular types of hotel industry research projects: event impact analyses, market studies, and feasibility studies.
- Review a market study.
- Identify other less common reports: destination reports, census reports, forecasts, property and room count reports.
- Interpret industry standard reports and make actionable observations
- Demonstrate an ability to forecast and benchmark

Course Materials and Texts

- Text: None (all material will be provided within the course lessons)
- CHIA Exam Fee: \$95 (paid during Module 4)
- Accessibility to a PC or Mac with Microsoft Excel 2007 or later.
 - The campus lab has all the resources needed for students who do not have & do not intend to purchase a computer or software.
 - The latest version of MS Office can be obtained free of charge through the university.
 - Familiarity with completing basic essential tasks within Microsoft Excel is recommended.

Course Requirements

Course Assignments, Assessments, and Grading Policy

Assignments & Assessments

Homework: Assignment corresponding with each lesson with practical problems related to topics discussed. (31% of total grade).

Quizzes: Assessments administered with each lesson that include problem-solving questions on material covered in the course. (17% of grade).

Recorded Lectures: Short assessments verifying students understood the lecture videos.

CHIA Exam: The exam will be taken online through the CoSTAR Share Center Website. The CHIA exam is worth 200 points or 36% of your final grade. All students are required to take the exam. Those scoring higher than 70% will pass the exam and earn the CHIA certification. The exam is graded as pass/fail. If you do not obtain a score above 70% on your first attempt, you may have a second opportunity to take the exam. Those who do not score 70% or higher on the second attempt, will receive no credit for the exam and will not be able to earn above an E in the course. Earning a grade less than a C- in any HM and WSB courses will not count towards program graduation requirements. Thus students will have to retake the course. Students who score a 90% or better on their first attempt will receive 30 points extra credit, which will have the effect of raising their final grade by 5% points. Do not underestimate the difficulty of this exam. Be sure and study sufficiently to familiarize yourself with all the powerpoint slides from lessons 1-4 and the equations and calculation from lesson 2. Even if you scored well on the quizzes, students often do not retain the information in the weeks between when the material was originally covered and when the exam was taken. Make sure you study!

Submission and Grading Procedures

Any assignment completed after the due date will be subject to a 5% point reduction per day late with a maximum late point deduction of 50%. All work must be submitted via Canvas to be accepted. All assignments and quizzes may be submitted late for partial credit. The only item that must be completed on-time is the CHIA Exam. Be sure and continuously check due dates to ensure your work is being completed on time.

All assignments completed in Microsoft Excel must contain the equations or formulas which demonstrate how the figure was calculated. This means you cannot simply type the answers into the cells, you must use excel to calculate the solution. Where this may seem daunting for some, it will prove for all to be a great time saver and a means for me to accurately follow your work. Assignments submitted without the proper work shown will not be considered for credit.

All assignments (not quizzes) can be re-submitted for full credit if they were submitted on time. This is to ensure that you are truly understanding the material before taking the CHIA Exam.

Grading Scale: This scale represents your percentage of total points

A	100-93%	B-	82-80%	D+	69-66%
A-	92-90%	C+	79-76%	D	65-63%
B+	89-86%	C	75-73%	D-	62-60%
B	85-83%	C-	72-70%	E	<59%

Remedial Grading Policy

Students who are unable to attain a passing grade due to excessive point deductions as a result of excessive late submissions may submit a request for remedial grading if the following conditions are met:

- Every assignment is complete and it is evident that a sincere effort was made to complete each assignment.
- There is no evidence of plagiarism or cheating on any assignment submission.
- All coursework is submitted prior to the end of the semester (you are responsible to check the academic calendar, times are measured using mountain standard time zone).
- A remedial grading request is sent via Canvas email prior to the end of the semester.

If the preceding conditions are met, the following will apply:

- Canvas grades will all still be recorded using the standard point deductions as per the late work policy.
- Not all exams are eligible for late submission; failure to an exam may count against you in the calculation of your final grade.
- **I will make off-book adjustments to your final grade based on reversal of late point deductions on assignments** (these points will not be adjusted in Canvas).
- Your grade will be recalculated using the adjustments. Adjustment documentation will not be provided to you.
- The best grade you can achieve in the course using remedial grading is a C+. If your grade comes out higher after adjustments, you will be limited to a C+.

Therefore, if you fall significantly behind in the course, make every effort possible to complete all quizzes and exams on time. As you are able, work to submit all assignments prior to the end of the course. Once you have submitted all assignments, submit a request for remedial grading prior to the end of the course. Your grade will then be re-evaluated using the approach above which can have a significant impact on your final grade. Using the remedial grading policy it is possible for virtually every student to pass the course provided they complete a good portion of the quizzes and exams on time and complete every assignment prior to the end of the semester. That being said, it will still require a lot of work on your part; you will still need to complete every assignment. If you are only a week or

two behind, you are probably better off keeping caught up moving forward and completing past due work as soon as you are able. If you are struggling to pass the course and you have questions regarding your situation or the remedial grading policy, email me and we can schedule a time to meet.

Required or Recommended Reading Assignments

All information necessary for the class is provided during lecture videos and homework assignments

General Description of the Subject Matter of Each Lecture or Discussion

Lesson 1: Hotel Industry Foundations

- 1.1 Industry Players
- 1.2 Geographic Categories
- 1.3 Non Geographic Categories
- 1.4 Competitive Sets

Lesson 2: Hotel Math Fundamentals

- 2.1 Property Data Hotel Math
- 2.2 Comp Set Data Hotel Math
- 2.3 Industry Data
- 2.4 International Issues

Lesson 3: Property Level Benchmarking with STAR Reports

- 3.1 STAR Report Overview
- 3.2 Monthly STAR Reports
- 3.3 Weekly STAR Reports

Lesson 4: Hotel Industry Performance Reports

Required Course Syllabus Statements

Generative AI

*adapted by Hilary Hungerford from Temple University statement on AI in classes.

AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are crafts that you must develop over time to develop your own individual voice. At

the same time, you should learn how to use AI and in what instances AI can be helpful to you.

The use of generative AI tools (e.g. ChatGPT, Google Bard, etc.) is permitted in this course for the following

activities:

- Brainstorming and refining your ideas;
- Fine tuning your research questions;
- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate

intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting your work.

Using Remote Testing Software

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by

not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.