

# Lodging Organization Lesson Outline

<b>Goal</b>	The goal of this presentation is to teach the learner the basics of lodging organization methods: including franchising, management contracts, and ownership.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Explain the development process.</li> <li>• Describe the roles of franchisor and franchisee.</li> <li>• Define the UFOC.</li> <li>• Explain advantages and disadvantages of the different organization models.</li> </ul>
<b>Length</b>	This lesson will take approximately 45 minutes to complete.
<b>Content outline</b>	<p><b>I. The Development Process</b></p> <p><b>II. Franchising</b></p> <ol style="list-style-type: none"> <li>1. Franchise relationship</li> <li>2. Advantages/Disadvantages</li> </ol> <p><b>III. Management contracts</b></p> <ol style="list-style-type: none"> <li>1. Advantages/Disadvantages</li> </ol> <p><b>IV. Ownership</b></p> <ol style="list-style-type: none"> <li>1. Advantages/Disadvantages</li> </ol>
<b>Learning Activities</b>	<p>Learners will engage in the following activities during this lesson</p> <ul style="list-style-type: none"> <li>• Class Discussion</li> <li>• Online Research/Case Studies</li> </ul>
<b>Evaluation Strategy</b>	Students' mastery of this content may be evaluated through exams and quizzes.