Cal Poly – Construction Management
Senior Project Proposal Form

**Instructions:** Prior to admission to CM462 students (with junior or senior standing) must complete this form in detail to the satisfaction of both the SPD (Senior Project Director) and self-chosen SME (Subject Matter Expert). Expect multiple renditions of this document to occur prior to final acceptance, which must be achieved before the ADD/DROP date for the quarter submitting. Failure to achieve this final acceptance in time will likely result in attempting this process again next quarter.

**STUDENT INFORMATION:**

Student Name:
Student ID #:
Student Address:
Student E-mail:
Student Phone:
CM461 (complete with passing grade) Winter 2014
CM462 (planned admission) Winter 2015
Graduation Date (expected) Winter 2015

Proposed SME (Subject Matter Expert) Simonian

**PROJECT TYPE:**

Type of Senior Project Proposed: Research Based
Type of SP (Identify Sub-Category): Case Study
Working Title of Senior Project: Case Study: Garden Court Hotel changes electrical work to meet Forbes 5-star standard
Organization of Project: Individual

**PROJECT DETAILS:**

Project Description:
For my senior project, I will be focusing on a case study of renovations at the Garden Court Hotel in Palo Alto. After achieving 4-star standard from Forbes Travel Guide, the hotel decided that one of the major things they will change in order to meet the 5-star standard, which they hope to achieve in the next evaluation year, is their electrical work in their hotel rooms. Things from adding usb ports to the bed stands that can charge all usb technology from ios to droid. They also are working to add speakers to the hotel rooms that too are connected to the usb ports on the bed stands. Another major electrical change they hope to make is with their restrooms, and they hope to add toilet seat warmers. All of these things are part of my case study, and exploring how these changes can help them achieve 5-stars, as well as exploring the cost, and the methods of the change in electrical work will be the body of my senior project. One major thing that I will do is compare this case study and work with Aria Sky Suites in Las Vegas.
Purpose of Project or Research:

My interest in this research project began through my past knowledge of the hotel business. I knew what went into the rooms, how much customer service and happiness was important, and I knew that the comfortableness of a client is what makes a hotel run amazing. I was lucky enough to know a hotel that currently gained a 4-star rating through Forbes and was planning on renovating their rooms to meet more points for the rating system. Forbes looks at how the client feels, the client should feel like the hotel is better than their home, everything is right there for them, so the hotel decided to make some changes to their electrical work.

In a paper by Ahmed Hassanien, he explored how hotel renovations change a hotel and why it is important. He states “renovation is seen as an essential ongoing and inevitable process for the success of hotel operations.” He research hotels in Egypt but expressed that his finding do in fact work on hotels outside of that country. One of the greatest points he drives is how renovations help customer service, how it changes the comfort and the look of the hotel changing it for the client. The change to the Garden Court Hotel (GCH) is that an ongoing process for the success of the hotel. The hotel itself went through entire hotel renovation three years ago and has continually changed different aspects of its construction since.

One thing that was pointed out in the same paper by Hassanien is that he observed that most renovations were reactive instead of proactive. The GCH is a little different to that Forbes does suggest different ideas and yes they are changing things to meet something they did not meet during this past year, but they are actually being proactive by adding even more things that were not even mentioned by Forbes for them to change.

One of the main reasons I decided to explore this renovation is because it is a small renovation that will be done room by room. The hotel will be completely active during the changes, this adds more for the construction work, how to maintain sound, how to stay clean, while staying on budget and adding the things that need to be added. It is something that is rarely done; I spoke briefly with the maintenance manager about his take on this change and he explained that he has never heard of a hotel doing such a change while still having the hotel run. Some of their ideas requires new wiring behind the sheetrock, which of course would require demo which needs to be quiet and clean, while still being efficient.

The general reason I am doing this project is to explore the way a hotel can handle this type of change while still running. The changes will be interesting in the techniques, in the cost, and generally the ideas the hotel is planning on. The case study will bring some great light to a proactive renovation and some interesting changes that are coming into the field of hospitality that can really effect the construction industry.

Objectives Project or Research:
To find out the different techniques to changing hotel accommodations.
To explore electrical work on a small scale for customer satisfaction.
To compare the costs of the electrical work to the outcome of the renovation.
To find out how much construction changes can affect customer satisfaction ratings.

Hypothesis of Research:
Obtaining a Forbes 5 star hotel rating is worth the money and construction that will occur.
Changing electrical work will help satisfy different points in the Forbes Rating system.

Methodology of Research:
For the majority of my research I will be focusing on interviews. Most of the interviews will be with people from the Garden Court Hotel, but I also am looking into trying to find a
contact at Forbes Travel Guide to see some of the things they recommend for improvements in hotels.

There are certain people at the hotel I am thinking would be a great added benefit for their information, the first being the maintenance manager at the hotel. He does all of the maintenance, works on the majority of the renovations when it is not the entire hotel, and knows a lot about the hotel construction, whether it would be on electrical or anything else. He would be a great addition to the research because of his vast knowledge of hotel construction and specific knowledge on the Garden Court Hotel and what they plan to do to change the electrical work in order to meet the Forbes 5-star standard. Some other people that might be good people to interview would be the director of customer relations and the director of finance. Since part of my case study exploration is based on whether or not the costs of the changes add enough value to the hotel, it would be important to talk to the director of finance. The director of customer relations can give me a clearer view of how the hotel will be working to make sure that the guests are not disturbed by whatever work is being done.

After all of the interviews I also plan on looking into some literature about hotel renovations. Many times a hotel will renovate to improve one thing or another so I hope to find a case study or an idea in relation to renovating a hotel and then explore the electrical work renovation within that case study.

Primary Research Initial References:


Student Topic Interest (Reason):
I decided to research this topic because it encompasses multiple things I am interested in. First it is about renovations, I love the idea of taking something already built and changing it for the better while not destroying the in place structure. This also involves hotels and customer service. I lived around hotels since I was a baby, knowing the ins and outs and the secrets, so now I am really interested in putting the background knowledge I have about hotels and the knowledge I gained in the construction management program and seeing how they interact when you have to change one specific thing.

Projects Benefit to Construction Industry:
There are so many places that require customer service to be in the number one goal. Whether it is a hotel, a restaurant, a home, or even an office building things that will make the CMs client happier and the clients of the future owners happier it is an important point to look at. My project will be focusing on a case study but the things I will be exploring is that of renovations to help customers, something that will always be prevalent in the construction industry. I am exploring how electrical work can change customer satisfaction, which will in fact benefit the construction industry.

Goals You Hope to Achieve:
1. To establish the connection between electrical work and customer satisfaction
2. To promote changes in construction to meet Forbes standards
3. To outline the changes and ideas made by the Garden Court Hotel in order to achieve 5-star rating
New Knowledge You Hope to Achieve:
The new knowledge I hope to bring from this project is to find out the different ways electrical work can be changed to help customer satisfaction in hotels by meeting Forbes Travel Guide 5-star standard.

Potential Project Risks & Challenges:
One of the major risks is time. Since I am doing a case study on something that is being done a little at a time, some of the projects I would want to talk about may not be completed in time. To counteract this I can talk with the hotel to see the plans and ideas they have in place and add a section to my final paper about the continuation of the project. Another challenge would be to make sure I use specific examples of things they are doing, like the time issue, they may be doing a lot to their electrical work and it may be too much for my senior project so I might have to try to narrow down the ideas to two or three different ones for my final case study.

Professional Contacts Assisting:
- Kent Erwin/Maintenance Manager
- Ella Herman/Director of Finance
- Jeffery Phillips

WORK PLAN:

Work Plan Description:

Regularly Scheduled Meetings with SME:
- Hope to communicate weekly on an email basis possibly in person every other week.

Project Milestones and Timeline:
- Lit Study and Background Research – week 3
- Interviews – week 5
- Rough Draft – week 7-8
- Poster – week 9
- Near finished Draft – Week 9
- Binder prep – Week 9

Proposed Schedule of Completion:
- Similar to above
- Rough draft – week 7
- Near finished draft – week 9
- Poster – week 9
- Binder – week 10
CONTRACT:

I, ____________, hereby request consideration, acceptance, and approval of the above senior project proposal by the SPD and the SME. I am committed to complete the CM462 scope of work in the quarter registered as outlined in the senior project guidelines listed on the construction management website. If I do not complete this project in the quarter registered the SME may give me a NO PASS or INCOMPLETE grade for CM 462, as appropriate. I understand that at minimum I must re-register for the course in which I received a NO PASS in order to complete my senior project. It is further understood that a revised project proposal may also be required. As required by the University, non-completion of CM462 will result in a grade of F and a potential graduation delay.

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APPROVAL:

The SPD and SME signature on this document indicates acceptance of this student’s senior project proposal and authorizes the student to receive a permission number for CM462 from the main office.

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