

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**TOUR 230—Introduction to Hospitality Management**  
**Spring 2010**

**DAY/TIME:** Tuesdays, 12:00 pm-1:15pm      **LOCATION:** Innovation 204  
                  Thursdays, 12:00 pm–1:15pm

**PROFESSOR:** Seungwon “Shawn” Lee, Ph.D.

**OFFICE:** Prince Williams campus, Bull Run Hall #210B

**OFFICE HOURS:** Tuesdays 10:00 am. – 11: 30 am (FX campus, RAC, #2109)  
                          Thursdays 3:00 am - 4:30 pm (PW campus, Bull Run Hall, #210B)  
                          Other times by appointment

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**PREREQUISITES**

None

**REQUIRED TEXTBOOK**

Walker, John R. (2008). *Introduction to Hospitality*, (5<sup>th</sup> Edition). Pearson, Prentice Hall.

**COURSE DESCRIPTION**

This course is an introduction to hospitality management, including an overview of management in the hospitality industry; the scope, forms of organization, and professional opportunities. The concepts and practices of hospitality management are examined and discussed. The scope and forms of hospitality organizations are reviewed, as well as trends within these organizations.

**COURSE OBJECTIVES**

On completion of this course students should be able to appreciate the fundamentals of the hospitality industry. In particular:

1. Understand a basic knowledge of the hospitality industry.
2. Identify segments of the hospitality industry and their similarities and differences.
3. Understand management's role within the hospitality industry.
4. Learn professions within the hospitality industry.
5. Develop interest in the hospitality industry.

**COURSE OVERVIEW**

The hospitality industry is the largest and fastest growing industry in the world. The industry is a diverse group of businesses, including those focusing on the provision of travel services, lodging and accommodations, restaurants and food services, assembly and event management, and recreation. A critical challenge of hospitality management is to provide quality products and services that coordinate these various areas. This challenge is complicated by two factors: (1) the intangible nature of hospitality experience and satisfaction and (2) the inherent perishability of the hospitality product. This course

examines hospitality management practices as affected by these factors.

Industry professionals and opportunities are introduced to the student. The class will consist primarily of industry and university professionals giving students an overview of the industry. Book chapters will be discussed in class and the additional material that is chosen by the instructor.

The semester's schedule is primarily based on the contents of the textbook. However, most of the book will be left for the students to read. Classes will enhance the material presented in the book and provide an industry perspective from an industry professional, whenever possible. To take advantage of this learning environment it is mandatory that you read the assigned textbook chapters before you come to class. It is only in this way will you be able to ask appropriate questions and receive the full value of the class. Except for the syllabus, hard copies of materials will not be provided by the instructor. All handouts will be posted to Blackboard under "Course Documents." Announcements will be made on blackboard and by email.

## EVALUATION

	Point Value	Percent of Grade
Exams (2 @ 100 points each)	200	50
Final report & Oral presentation (Trends in hospitality Industry)	150	37.5
Class Attendance and participation	50	12.5
Total	400	100%

Students are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all requirements.

### Examinations

Examinations in class will include a midterm and final and they will be conducted on the scheduled date only.

Notes: \*Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note.

### Final Report

A group of 3 students will select one area of hospitality industry and track news and trends throughout the semester. The final report will include all findings and an individual forecast of the selected area. The details (length and format) will be further discussed in the class.

Each group will be given 15 (including Q&A) minutes to present their final project. Detailed grading matrix will be given later of this semester.

## Attendance

Each absence that is not excused will reduce 5 points from the attendance score of 50. If a student misses more than 10 classes, additional 10 points per each additional absence will be deducted from the final score of course without limit. Attendance check will be done at the beginning of class.

- Excuses to miss a class will be considered only when a family or health emergency occurs and only that is documented.
- Leaving class with special occasion should be notified to your instructor prior to the beginning of class that you will be leaving early. Attendance credit will be given based on the length of hours stayed in a class.

It will be the student's responsibility to sign in on attendance sheets for each class.

Be sure to let your instructors know, if you came in late so that you will not be counted as absent.

Final grade is determined by percentage of total points:

<b>Total score (Percent of Total Point)</b>	<b>Grade</b>
400-376 (100%-94%)	A
375- 360 (93%-90%)	A-
359- 348 (89%-87%)	B+
347- 332 (86%-83%)	B
331-320 (82%-80%)	B-
319-308 (79%-77%)	C+
307- 292 (76%-73%)	C
291-280 (72%-70%)	C-
279- 268 (69%-67%)	D+
267- 252 (66%-63%)	D
Below 252 (63%)	F

## TENTATIVE COURSE SCHEDULE

The following schedule is **tentative**.

\*Due to the nature of speakers' schedules, they may be deleted from the schedule or added as industry professionals come to campus.

<b>Week</b>	<b>Date</b>	<b>Topic / Speaker</b>	<b>Chapter</b>
1	01/19	Welcome!!! Class orientation	1
	01/21	Travel/Tourism/Hospitality 1	
2	01/26	Travel/Tourism/Hospitality 2	2
	01/28	<b>Group project date 1</b>	
3	02/02	Hotel/ Lodging 1	4
	02/04	Hotel/ Lodging 2	
4	02/09	Hotel Sales Guest Speaker: Yoko Heukels (Associate Director, Mandarin Oriental Hotel Group)	3, 5
	02/11	Catering	
5	02/16	Meeting, convention and Expo	12, 13
	02/18	Special Event Industry	
6	02/23	Hospitality Management Technology 1	
	02/25	<b>No Class (Destination Showcase)</b>	
7	03/02	Hospitality Management Technology 2	
	03/04	<b>Midterm Exam</b>	
8	03/08~03/14	SPRING BREAK	
9	03/16	Restaurants / Managed Foodservice, Beverages 1 Guest Speaker: Vice President of Operation, Ledo Pizza Restaurant	6,7,8,9
	03/18	Restaurants / Managed Foodservice, Beverages 2	
10	03/23	HR, Marketing, Accounting, Finance 1	14,15,16, 17
	03/25	HR, Marketing, Accounting, Finance 2 Guest speaker: Hilton Hotel	
11	03/30	Gaming	10, 11
	04/01	Club Management	
12	04/06	Recreation, Theme Parks Guest speaker: Tim Bugas Vice President of Sales, Hershey Park & Entertainment (Tentative)	10
	04/08	Resort Management	
13	04/13	The future of the hospitality industry	
	04/15	<b>Group project date 2</b>	
14	04/20	<b>Oral presentation 1</b>	
	04/22	<b>Oral presentation 2</b>	

15	04/27	Final Exam Review	
	04/29	<b>Final Exam</b>	

*Note: Faculty reserves the right to alter the schedule as necessary.*



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- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
  - ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
  - ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See [www.gmu.edu/student/drc](http://www.gmu.edu/student/drc)]
  - ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>