

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 301—Hotel Management (3)
Fall 2011

DAY/TIME:	Wednesday 4:30-7:10pm	LOCATION:	
PROFESSOR:	Dr. Danielle Dimitrov	EMAIL ADDRESS:	Ddimitr2@gmu.edu
OFFICE LOCATION:	Fairfax Campus	PHONE NUMBER:	703-850-9344
OFFICE HOURS:	By appointment	FAX NUMBER:	

PREREQUISITES:
TOUR 230

COURSE DESCRIPTION:

Explores interrelated systems in hotel management, including front desk, reservations, housekeeping, food/beverage, telecommunications, guest services and security. Reviews and segments hotel products and associated management challenges.

COURSE OBJECTIVES:

At the completion of this course, students should be able to:

- 1) categorize major brands and segments of hotels;
- 2) demonstrate an understanding of hotel property franchising;
- 3) articulate the role of each of the major departments of a hotel;
- 4) calculate fundamental operating statistics related to hotels;
- 5) prepare and explain a room forecast; and
- 6) develop a service blueprint of a typical stay

COURSE OVERVIEW:

Instructional techniques include lectures, readings, class activities, homework assignments, a semester project,

and midterm and final examinations.

REQUIRED READINGS:

Hayes, D. K., & Ninemeier, J. D. (2007). *Hotel operations management* (2nd Ed.). Upper Saddle River, NJ: Prentice Hall Publishing.

RECOMMEDED READINGS:

O’Fallon, M. J., & Rutherford, D. G. (2011). *Hotel management and operations* (5th Ed.). Hoboken, NJ: John Wiley and Sons, Inc.

Publication Manual of the American Psychological Association (6th ed.). (2010). Washington DC: APA.

EVALUATION:

tal of 100 possible percentage points.

Item	Requirements:	%
Attendance and Participation	Only three absences per semester shall be excused. Please notify instructor in advance. Participation in this class is strongly required as this will contribute to the quality of the class and your benefits from it.	13
Homework and Short Assignments	TBD Each Week. No more than 5 per person per semester.	12
Mid-term Exam	Closed book exam covering Chapters 1-7. Choose Two Topics to develop from a list of 5. Cite at least two sources per question (Author’s name, year).	25

Presentation	30 min individual in class presentation. Use of power Point is encouraged. Topics shall be chosen according to class material for the corresponding day. Each class's theme should be covered by at least one presenter. Choose your own topic of interest if available.	15
Presentation Paper Project	Minimum of 5 and a maximum of 10 pages double-spaced text (including references and appendix) in APA style covering the topic of your presentation. Due at the time of the presentation delivery day.	10
Final Exam	Closed book Exam Covering Chapter 8-15 (excluding Ch. 14). Choose Two Questions to answer from a list of 5. Approximate length – 2 (or more) hand-written pages per question. Cite at least two sources per question (Author's name, year).	25
TOTAL:		100

Note: Faculty reserves the right to change the requirements for these assignments.

GRADING SCALE:

A+	= 97 – 100	B+	= 87 – 89	C+	= 77 – 79	D	= 60 – 69
A	= 94 – 96	B	= 84 – 86	C	= 74 – 76	F	= 0 – 59
A-	= 90 – 93	B-	= 80 – 83	C-	= 70 – 73		

TENTATIVE COURSE SCHEDULE:

WEEK	DATE	TOPIC	READINGS AND DUE DATES
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1	August 31	Hotel Industry Overview Presentation Topic #1	Chapter 1
2	September 7	The General Manager Presentation Topic # 2/3	Chapter 2, Chapter 3
3	September 14	Human Resources Field Day at a Hotel Presentation Topic # 4	Chapter 4
4	September 21	Accounting Presentation Topic # 5	Chapter 5
5	September 28	Revenue Management Presentation Topic # 6	Chapter 6
6	October 5	Sales and Marketing Presentation Topic # 7	Chapter 7
7	October 12	Mid-Term Exam	
8	October 19	The Front Office Presentation Topic # 8 <i>Guest Speaker - TBD</i>	Chapter 8
9	October 26	Housekeeping Presentation Topic # 9	Chapter 9
10	November 2	Food and Beverage Presentation Topic # 10	Chapter 10
11	November 9	Facility Engineering and Maintenance Presentation Topic # 11	Chapter 11

12	November 16	Safety and Property Security Presentation Topic # 12 <i>Guest Speaker - TBD</i>	Chapter 12
	November 23	THANKSGIVING	
13	November 30	Franchise Agreements, Contracts Presentation Topic # 13	Chapter 13
14	December 7	Managing in a Global Market Presentation Topic # 15	Chapter 15
15	December 14	Final Exam	

Note: Faculty reserves the right to alter the schedule as necessary. Due dates are considered until midnight of the specified date. All written assignments should be submitted electronically.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

