

GEORGE MASON UNIVERSITY

School of Recreation, Health, and Tourism

TOUR 230 — Introduction to Hospitality Management (3)

Summer 2014

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Preferred method of communication is the private message box in BB. (Go to **Contact the Instructor**, or Go to **Tools**, then choose **Messages**, and send me a message that way.)

COURSE DESCRIPTION:

This course is an introduction to hospitality management, including an overview of management in the hospitality industry 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:

- 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; and
- 5) develop interest in the hospitality industry.

COURSE OVERVIEW:

Welcome to TOUR 230 - Introduction to Hospitality Management! This is a 12-week online course, which will be conducted exclusively through Blackboard (BB). You

will have 100% on-line delivery of the class material and examinations through Blackboard (BB). Students are required to spend time studying individually, but are also encouraged to work collaboratively with other students on assignments, projects and other learning activities. Working online requires dedication and organization. Students must check their GMU email and BB announcement messages on a **daily basis** and communicate any questions or problems that might arise promptly. In our online learning community, we must be respectful of one another. Please be aware that innocent remarks can be easily misconstrued. Sarcasm and humor can be easily taken out of context. When communicating, please be positive and diplomatic. I encourage you to learn more about Netiquette.

The course is taught in weekly increments (Week 1 through Week 12), **starting on Tuesdays and ending at 11:59pm on Mondays**, with the exception of the last session when the week will end at 12:01am on Friday morning, August 8. The course is **running from Tuesday, May 20, 2014 through Friay morning, August 8, 2014**. Last day to withdraw from this course without penalty is **June 6, 2014**, and final drop deadline (with 50% tuition penalty) is **June 11, 2014**.

To get started, please review the *Getting Started Link* on the Course Welcome Page in BB. In that section, you will find a copy of the Syllabus, Student Resources, and a Course Orientation Quiz, which you must take as a tutorial. **You are required to visit all these areas and read them in detail.**

In the *Syllabus and Documents* section on BB, you will find a 'Read me Second' document, which will give you information about what it takes to succeed in an online environment including. Furthermore, please scan the rest of the Syllabus to help you understand the assignments and grading guidelines. Finally, please review the Course Schedule and input assignment due dates into your personal organizer to help you plan your work for the semester.

The technology requirements for this online course are listed below:

Hardware:

You will need access to a Windows or Macintosh computer with at least 2 GB of RAM and to a fast, reliable broadband Internet connection (e.g., cable, DSL). For optimum visibility of course material, the recommended computer monitor and laptop screen size is 13-inches or larger. You will need computer speakers or headphones to listen to recorded content. A headset microphone is recommended for live audio sessions using course tools like Blackboard Collaborate. For the amount of computer hard disk space required to take an online course, consider and allow for the space needed to: 1) install the required and recommended software and, 2) save your course assignments.

For hardware and software purchases, visit [Patriot Computers](#).

Software:

Web browser (See [Blackboard Support](#) for supported web browsers)

Blackboard Courses (Log into <http://mymason.gmu.edu>, select the Courses Tab)

Blackboard Collaborate (Select Tools from the Blackboard Course Menu, then select "Blackboard Collaborate")

Adobe Acrobat Reader ([free download](#))

Flash Player ([free download](#))

Windows Media Player ([free download](#))

Microsoft Office ([purchase](#))

Note: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.

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REQUIRED TEXTS:

Walker, J. R. (2012). *Introduction to hospitality (6th Ed.)*. Pearson Prentice Hall.

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

Besides the text, I will be using some supplemental readings throughout the semester. The supplemental readings will help you focus on the latest information in this constantly evolving field.

MOST POPULAR ACADEMIC JOURNALS:

Cornell Hospitality Quarterly

European Journal of Tourism, Hospitality and Recreation

Foodservice & Hospitality

Hospitality Research Journal

International Journal of Contemporary Hospitality Management

International Journal of Hospitality Management

International Journal of Hospitality & Tourism Administration

International Journal of Culture, Tourism and Hospitality Research

Journal of Hospitality & Tourism Education

Journal of Hospitality and Tourism Management

Journal of Hospitality & Tourism Research

Journal of Human Resources in Hospitality & Tourism

Leisure & Hospitality Business

Lodging Hospitality

Restaurant Hospitality

Tourism and Hospitality Research

Tourism and Hospitality Management

Worldwide Hospitality and Tourism Themes

Useful Websites:

World Travel and Tourism Council (WTTC)

www.wttc.org

World Tourism Organization (WTO)

www.world-tourism.org

American Hotel and Lodging Association (AHLA)

www.ahla.org

Hotels Magazine

www.hotelsmag.com

Hotel Jobs

www.hoteljobs.com

Foodservice

www.foodservice.com

National Restaurant Association

www.restaurant.org

M&C Online

www.meetings-conventions.com

International Special Events Society (ISES)

www.ises.com

American Management Association

www.amanet.org

Council of Hotel, Restaurant and Institutional Educators

www.chrie.org

Hospitality Net

www.hospitalitynet.org

E-Hotelier

www.ehotelier.com

Hotel News Resource

www.hotelnewsresource.com

Hospitality Business News

www.hospitalitybusinessnews.com

Hospitality Industry

www.hospitality-industry.com

Lodging Hospitality

www.lhonline.com

BIG Hospitality

www.bighospitality.co.uk

Hospitality Financial & Technology Professionals (HFTP)

www.hftp.org

Important Dates:

Please refer to the [Summer 2014 Calendar](#) for information on important dates.

The course is running from **Tuesday, May 20, 2014 through Friday, August 8, 2014.**

Last day to withdraw from this course without penalty is **June 6, 2014.**

EVALUATION:

This course will be graded on a percentage system, with a total of 100 possible percentage points.

Item	Brief Description and Due Date	%
Attendance and Participation	Attendance is the same as Discussion Forum Participation. Please see Discussion Forum (DF) Participation Grading Rubric for detailed rules (two parts – one of 7 and one of 8 weekly discussions, worth 10% each).	20

Homework and Short Assignments	4 Multiple Choice Tests and 4 Small Essays (3% each)	24
Discussion Board Facilitation – Group Project	Please see DB Facilitation Group Project details below.	20
Research Paper	Due by 11:59pm on July 28 . Please see details below.	18
Individual Mini-Practicum Project	Due by 11:59pm on August 4 . Please see details below.	18
TOTAL:		100

Note: Faculty reserves the right to change the requirements for these assignments. Assignment types, due dates, and workload are non-negotiable.

ASSIGNMENT DESCRIPTION AND GRADING RUBRICS:

Participation:

Participation in this class constitutes 20% of the grade and is strongly required as this will contribute to the content quality of the class as well as to your intellectual benefit from it. In addition, participation in the DB Forums is the only way to register attendance in the course.

Homework and Short Assignments:

Multiple-choice tests (MCT):

Multiple Choice Tests are 12% of the grade. They are constructed by the author of the text-book and will cover only text-book material *on the chapter of the day*. The number of questions for each MCT will be between 15-25 questions (depending on chapter length and content). Each student needs to have 5 graded multiple choice tests (MCT). ***These test swill be timed and must be completed in one sitting.*** Missing a test leads to an F for this MCT and will **NOT** be compensated with another chance to receive a grade unless due to personal or family illness or emergency that must be communicated in advance and supported by a physician's note.

Grading Rubric for this category (based on an average of 20 questions):

All answers correct = A+ 3 wrong answers = B+ 7 wrong answers = C+

1 wrong answer = A 4 wrong answers = B 8 wrong answers = C

2 wrong answers = A- 5-6 wrong answers = B- 9-10 wrong answers = C-

11 wrong answers = D+ 16+ wrong answers = F

12 wrong answers = D

13-15 wrong answers = D-

Short Essays (SE):

Your preparation for class and your adaptation of class material will be also assessed through short essay answers on the textbook material - the chapter for the week. Essays will be checked for originality and the following essay criteria will apply: content mastery, research involved, grammar and style of responses, originality report, and APA style of academic formatting. Please see the **Short Essay Rubric** in **Grading Rubrics** in ***Syllabus and Documents*** on BB. Short Essays will comprise another 12% of your grade and their length will vary between 1 and 4 pages double-spaced text. Missing a SE leads to an F and will **NOT** be compensated with another chance to receive a grade unless due to personal or family illness or emergency that must be communicated in advance, is supported by a physician's note, and/or has led to a delay of delivery no more than a week.

Group Project – DB Facilitation:

You will need to sign up to work with a team of students on CREATING AND FACILITATING the discussion forums during one of the available course sessions. Please see the open **Team Sign-up** discussion forum in **Discussions** on BB, where you can find the available Chapter/Week choices and where you can express your interests in working with a team on a given topic. **After that, please self-assign to the group of your choice in Groups under Tools.**

Part of this assignment for your Team will be the creation of a Discussion Forum named **Clipping**. It will feature: selecting an article related to the reading assigned for the week; presenting the exact academic reference and the weblink (if any) for this article; sharing your personal impressions from that article; posting a question for the class based on the article's content; and facilitating a class discussion on the question responses or general impressions from the article. The article should be from an academic journal of your choice (you may see a list of possible journals under the Articles tab on the BB Syllabus or below the course calendar in the word version of the syllabus). Another part of the assignment is to read the book Chapter assigned for the week and decide on creating at least two other discussion forums with questions based on the chapter content. **Teams, please submit to me all discussion forums by Friday night on the week preceding the week of your facilitation.** I will post the forums in BB after review. There is a **Group Project Rubric** posted in **Grading Rubrics** in ***Syllabus and Documents*** on BB.

Research Paper:

A minimum of 8 and a maximum of 12 pages double-spaced text (references and appendix including graphs, tables, pictures are additional to the above requirement and should not total more than another 5 pages) in APA academic style. The Research Paper theme may be an extension of your team's **Clipping Discussion Forum** or **Chapter Discussion Forums** with the purpose of *expanding* the information provided in the book, or it may be a different topic from the list of topic areas studied in class. Exact duplication of Research Paper titles is not advisable, but there may be more than one paper from a topic area. Paper #1 (Research Paper) is due by **midnight 11:59pm on Monday, July 28**. No extension will be provided and each day of delay will cost 10% of the grade.

Grading Rubric: You must include at least 3 references from academic journals (see attached list) or books researched from the library or the library's online search engines. Total number of references should not be less than 5 minimum in addition to the textbook. Content of paper should correspond to your Paper Title and should not be an exact replica of your group project (but should be a *more academic* compilation and/or extension of the information received in class from lectures, readings, presentations, personal hotel visits, discussed cases, and additional articles). **APA style of writing is crucial and if not followed exactly will discount your grade with one point or 10%** (e.g., A to B). The most important aspects from APA that you must follow are: font; line spacing; paragraph length and indenting; paper headings, sub-headings and structure; in-text references provided in the right format; end-page reference list; table and figure format; grammar and spelling; as well as syntax and style of writing (style should be formal, academic, reporting, and never in first person singular or plural – "I, me, we, our", etc.). A **Research Paper Rubric** is provided in *Grading Rubrics* in *Syllabus and Documents* on BB.

Individual Mini-Practicum Project:

This assignment will comprise 18% of your grade and will include a personal/individual field trip shadowing of a hospitality manager in any department for a day of their work week. Please describe in detail the experience and the skills acquired as well as the knowledge gained. You can go to any brand or type of hospitality organizations with the above request. A suggestion of practicum locations can be provided by the professor upon request. Please see the Shadowing Report detailed Instructions below. APA style of writing will be applicable to all items with the exception of formal writing style ("I" and "we" forms of personal pronouns can be utilized in this document). An **Individual Practicum Project Rubric** is provided in *Grading Rubrics* in *Syllabus and Documents* on BB. **Paper #2 (Shadowing Report) due by midnight 11:59pm on Monday, August 4.**

SHADOWING REPORT DETAILED INSTRUCTIONS

1. Identify a professional hospitality manager who is currently working in the hospitality industry. You may NOT use a member of your family. (The Professor may have suggestions.)
2. Make an appointment to visit with this person for, preferably, a full day, but you must spend a minimum of 5 hours with this person. The appointment can occur anytime from the first day of class until the report is due. When setting the appointment, verify that you will be

able to *observe an actual face-to-face client/guest interaction* (if applicable to the title of the manager).

3. The purpose for the visit is to observe a hospitality manager in action: making staff or customer presentations, probing, handling objections, closing, resolving conflicts, facilitating quality assurance inspections made by the brand, etc. You should sit-in and observe both the client/employee and the manager on any of the interactions. In addition, "pick the manager's brain" regarding their profession with all of its pros and cons.
4. Prepare a 7-10-page (maximum), double-spaced paper describing your experience, focusing on what you learned in the process. Following are specific instructions:

--Name, title, department, address and phone number of the hospitality manager (on cover page along with your name, etc.)

--A brief introduction, explaining the type of hotel you have chosen, the amenities and services it provides.

--A brief summary of the job - the particular responsibilities and tasks of the chosen hospitality manager. What does this person do on a daily basis? For example, what percentage of the day is spent on the phone, with clients or prospects, in the office, with other employees in various departments, how much on paperwork, etc.? What does he/she like or dislike about the job?

--A short synopsis of what you and the manager did during your time together. Be sure to state how much time you spent with him/her.

--Approximately two-thirds of the paper should discuss what you personally learned/gained from the experience. Relate this to the material from class by using APA format of in-text references to the sources. A more insightful and analytical paper will receive a higher grade.

Grading Rubric: The grade will be discounted with 10% if any (and for each) of the above listed 5 components is not addressed. The grade will be discounted with 5% for any of these components being partially addressed.

GRADING SCALE:

A+	= 97 – 100%	B+	= 87 – 89.99	C+	= 77 –79.99	D	= 60 – 69
A	= 94 – 96.99	B	= 84 – 86.99	C	= 74 –76.99	F	= 0 – 59
A-	= 90 – 93.99	B-	= 80 – 83.99	C-	= 70 –73.99		

TENTATIVE COURSE SCHEDULE:

WEEK	DATES	TOPIC	DUE ITEMS
1	Tuesday, May 20 - Monday, May 26	Team Selection Introducing Hospitality	Syllabus Chapter 1
2	Tuesday, May 27 - Monday, June 2	The Hotel Business	Chapter 2 Short Essay 1 Due
3	Tuesday, June 3 - Monday, June 9	Room Division Operations	Chapter 3 Team 1 Facilitation Week MCT 1
4	Tuesday, June 10 - Monday, June 16	Food and Beverage Operations	Chapter 4 Team 2 Facilitation Week Short Essay 2 Due
5	Tuesday, June 17 - Monday, June 23	Beverages	Chapter 5 Team 3 Facilitation Week MCT 2
6	Tuesday, June 24 - Monday, June 30	The Restaurant Business	Chapter 6 Team 4 Facilitation Week Short Essay 3 Due

7	Tuesday, July 1 – Monday, July 7	Restaurant Operations	Chapter 7 Team 5 Facilitation Week MCT 3
8	Tuesday, July 8 – Monday, July 14	Managed Services	Chapter 8 Team 6 Facilitation Week Short Essay 4 Due
9	Tuesday, July 15 – Monday, July 21	Tourism	Chapter 9 Team 7 Facilitation Week MCT 4
10	Tuesday, July 22 – Monday, July 28	Recreation, Attractions, and Clubs Gaming Entertainment	Chapter 10 Chapter 11 Research Paper Due
11	Tuesday, July 29 – Monday, August 4	Meetings, Conventions, and Expositions Special Events	Chapter 12 Chapter 13 Individual Practicum Report Due
12	Tuesday, August 5 – Friday, August 8	Leadership and Management	Chapter 14

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. Each day of delay in submission will bring 10% grade penalty.

Academic Integrity

Students must be responsible for their own work, and students and faculty must take

on the responsibility of dealing explicitly with violations. The tenet must be a foundation of our university culture. [See <http://academicintegrity.gmu.edu/distance>].

Honor Code

Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode>].

MasonLive/Email (GMU Email)

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. [See <https://thanatos.gmu.edu/masonlive/login>].

Patriot Pass

Once you sign up for your Patriot Pass, your passwords will be synchronized, and you will use your Patriot Pass username and password to log in to the following systems: Blackboard, University Libraries, MasonLive, myMason, Patriot Web, Virtual Computing Lab, and WEMS. [See <https://thanatos.gmu.edu/passwordchange/index.jsp>].

University Policies

Students must follow the university policies. [See <http://universitypolicy.gmu.edu>].

Responsible Use of Computing

Students must follow the university policy for Responsible Use of Computing. [See <http://universitypolicy.gmu.edu/1301gen.html>].

University Calendar

Students must follow the university policies. [See <http://catalog.gmu.edu>].

Students with Disabilities

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 are expected to follow courteous Internet etiquette.

University Libraries

University Libraries provides resources for distance students. [See <http://library.gmu.edu/distance>].

Writing Center

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>]. You can now sign up for an Online Writing Lab (OWL) session just like you sign up for a face-to-face session in the Writing Center, which means YOU set the date and time of the appointment! Learn more about the [Online Writing Lab \(OWL\)](#) (found under Online Tutoring).

Counseling and Psychological Services

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>].

Family Educational Rights and Privacy Act (FERPA)

The Family Educational Rights and Privacy Act of 1974 (FERPA), also known as the "Buckley Amendment," is a federal law that gives protection to student educational records and provides students with certain rights. [See <http://registrar.gmu.edu/privacy>].