

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 460 Hospitality Facilities Operations (3)
Spring 2016

DAY/TIME:	Mon.4:30-7:10 PM	LOCATION:	W1007
INSTRUCTOR	John Moore	EMAIL ADDRESS:	jmoore37@gmu.edu
OFFICE LOCATION:	Bull Run Hall	PHONE NUMBER:	703-993-2061
OFFICE HOURS:	By Appointment	FAX NUMBER:	703-993-2025

PREREQUISITES/COREQUISITES
TOUR 340

COURSE DESCRIPTION

Explores the principles applied to facilities systems operations in hospitality sectors. Considers design, planning, layout and maintenance of hospitality properties and systems

COURSE OBJECTIVES

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

- 1) Explain concepts pertaining to the built environment within hospitality facilities;
- 2) Articulate location and site development processes;
- 3) Detail layout and planning criteria;
- 4) Identify guest room, meeting space and service area design considerations;
- 5) Explain how safety and security and incorporated into operations planning; and
- 6) Identify energy, noise, waste, pollution and related equipment management systems

COURSE OVERVIEW

This course will review the evolving design trends in the hospitality industry, the basic systems within that design that add to the guests' comfort and security, and the maintenance of those facilities. The text will provide an understanding of the various designs for different types of hotel product (urban, suburban, airport, resort, casino, mixed use), and supplemental readings, guest speakers and hotel visits will augment the text and address the systems within the buildings.

NATURE OF COURSE DELIVERY

The primary delivery of the course material will be lectures and presentations that encourage student participation in class discussions based on their reading of the text material. It is extremely important that the assigned reading material is reviewed by the students. Hotel site visits will be scheduled, with tours provided which add an element of practical experience. Guest speakers from leaders of the area's major hotel companies will provide their viewpoints on design, development and operating the facilities.

REQUIRED READINGS

Hotel Design, Planning and Development (Second Addition), Richard H. Penner, Lawrence Adams, and Stephan K.A. Robson, (2013), W.W. Norton and Company.

Additional industry readings will be posted on Blackboard by the instructor

EVALUATION

Students can be awarded a total of 500 points for their attendance and participation, test results and projects. Points awarded correspond to the following grades:

Grade	Total Score (Percentage)	Grade	Percentage
A+	485-500 (97.0-100%)	C+	385-399 (77.0-79.9%)
A	470-484 (94.0-96.9%)	C	370-384 (74.0-76.9%)
A-	450-469 (90.0-93.9%)	C-	350-369 (70.0-73.9%)
B+	435-449 (87.0-89.9%)	D	300-349 (60.0-69.9%)
B	420-434 (84.0-86.9%)	F	Below 300 (Below 60%)
B-	400-419 (80.0-83.9%)		

Activity	Point	Percentage
Attendance & Participation	50	10%
Three Exams (each equal weight)	300	60%
One Group Project	100	20%
Hotel Site Visit Report	50	10%
Total	500	100%

ATTENDANCE

Attendance will be taken at the end of each class meeting. It is your responsibility to sign the class attendance sheet, even if you are late to class. My record of attendance is official and final. I will take attendance for all class meetings, not including exam dates.

You will have two freebies (no questions asked). These two excused absences CANNOT be used on the following days: exam reviews and exams, quizzes, group project work sessions, your presentations (including others' group project presentations), and hotel site visit. After that, 10 points of the 50 points for attendance and participation will be lost for each day missed. Each missing class will result in 10 points off of your total grade points.. Also be advised that beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue "F" grade if, after written warning, the student's absence or tardiness continues at a level of that constitutes "non-participation".

The only acceptable reasons for missing class are the same as those of the exam (so, use freebies wisely). Students missing class due to severe illness and family emergency should contact the instructor ahead of time and provide him with verification document. No points can be made up for an absence. If a student comes to a class more than 15 minutes late, she/he will be considered absent for that class. In the case that a student comes to a class less than 15 minutes late but shows a consistent pattern of being late (3 and more times), being late 3 times will equal one absence

GROUP PROJECT

Four to five teams will be formed, assigned a topic involving hotel design, and each group will make a presentation to the class. Class time will be allocated to work within your groups.

EXAMS

Study guides, outlining the test materials, will be provided prior to the exams.

BLACKBOARD

Blackboard will be used to post grades as well as identify additional reading assignments and providing study guides for the exams.

CAREER SOCIAL

Students are encouraged to attend the Career Social on March 2 in the the HUB ballroom. Further details to be announced.

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	January	25	Review Syllabus/Class expectations Assign and review Group Projects “Urban Hotels” Reviewed	Chapters 1 and 2 Syllabus
M	February	1	Managing a Facility Group Project Time	Handout on Maintenance Management Tools and Techniques
M	February	8	Hotel Site Visit Ritz Carlton Hotel , Tysons Corner	1700 Tysons Blvd., Mclean 703.506.4300
M	February	15	Resort Hotels Casino Hotels	Chapters 7 and 8
M	February	22	Guest Speaker- Food and Beverage Concepts Mathew Von Ertfelda, VP of Insight, Strategy and Innovation, Marriott International, Cornell University School of Hotel Administration.	Handout on Food and Beverage Concepts and Planning Text : pp.350-355
M	February	29	Exam One Convention Hotels	Chapter 9
T	March	2	Career Social	N/A
M	March	7	SPRING BREAK	N/A
M	March	14	Guest Speaker- Sustainability Denise Naguib, VP Sustainability & Supplier Diversity, Marriott International, University of Oregon	Handout on Environmental and Sustainability Management Text : pp. 154-166
M	March	21	Conference Centers Residential Hotels and Condos Updating Existing Hotels	Chapters 10,11, and 12
M	March	28	Guest Speaker-Luxury Brands Mitzi Gaskins, VP Luxury Brand Management, Ritz-Carlton, Bulgari and JW Marriott, University of North Carolina at Chapel Hill, Kenan-Flagler Business School	Handout
M	April	4	Guest Speaker-Development Gregg Rocket, VP Corporate Development, Hilton Worldwide. University of Maryland	Handout Text : p. 415
M	April	11	Exam two Programming and Development	Chapters 13. 14
M	April	18	Guestroom Design Public Space Design	Chapters 15, 16
M	April	25	GROUP PRESENTATIONS	N/A
M	May	2	GROUP PRESENTATIONS	N/A

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	May	9	Final Exam	N/A

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

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/the-mason-honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services and inform their instructor, in writing, as soon as possible. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- 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.

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/>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

