

GEORGE MASON UNIVERSITY
College of Education and Human Development
Hospitality, Tourism and Events Management

TOUR 301-Section 001 –Hotel Management (3) Fall 2016

DAY/TIME:	WED 4:30-7:10 PM	LOCATION:	RAC-2203
PROFESSOR	John H .Moore	EMAIL ADDRESS:	Jmoore37@gmu.edu
OFFICE LOCATION:	Bull Run Hall-210C	PHONE NUMBER:	703-993-2061
OFFICE HOURS:	By appointment	FAX NUMBER:	703-993-2025

PREREQUISITES/COREQUISITES

D or higher in 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:

1. Provide exposure to the various segments and customer needs within the lodging industry;
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. Explain the importance and understand components of a room forecast;
6. Gain and understanding of “ branding” to reach defined markets, from a service and product standpoint;
7. Understand hotel ownership perspective and needs.

COURSE OVERVIEW

Instructional techniques include lectures, readings, class activities, homework assignments, a semester project, and midterm and final examinations.

NATURE OF COURSE DELIVERY

Education and learning will be done using the combination of the traditional face-to-face instruction formats, a field trip, and hands-on group and individual projects. Students are required to spend time studying individually, but are encouraged to work collaboratively with other students on assignments, projects and other learning activities. Industry executives will provide first-hand knowledge and experience, providing lectures and case studies.

Four or five student groups will be formed during the first class and these groups will be assigned a semester project to research and present as well as facilitating group discussions identified in the course outline

REQUIRED READINGS

Hayes, David K., Ninemeier, Jack D., & Miller, Alisha A. (2012) *Foundations of Lodging Management (2nd ed.)*.
Prentice Hall.
ISBN: 978-0-13-256089-4

LEARNER OUTCOMES

Upon completion, students will have an understanding of the basic functions of hotel operating departments and the definition of common terms and concepts used within the industry, as well as exposure to recent trends in the hotel business as seen by local hotel leaders.

COURSE PERFORMANCE EVALUATION

The course will be graded on a percentage system, with a total of 100 possible percentage points. Students are expected to submit all assignments on time in the manner outlined by the instructor.

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%)		

EVALUATION WEIGHTING

Activity	Point	Percentage
Attendance & Participation	50	10%
Two Exams (each equal weight)	300	60%
One Group Project (Hotel Management)	125	25%
Hotel Visit Report	25	5%
Total	500	100%

Grading rubrics are found at the end of the syllabus.

The instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may include scheduled activities, classroom policies, and future grading criteria, and will be communicated to all students in a revised syllabus document.

Attendance & Participation:

Attendance will be taken at the beginning 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 or other dates noted on the schedule.

Arrivals 15 min after the beginning of the class and early departures (15 and more min. before the class end) will be considered a half absence.

Participation, with your assigned group, in the discussions noted in the above class schedule is very important.

I will give you one freebie (no questions asked). This one excused absence CANNOT be used on the following days: exams, quizzes, your presentations (including others' group project presentations), and hotel 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 after your loss of all 50 points of your attendance and participation grade. 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.

Participation in this class is strongly requires as this will contribute to the content quality of the class as well as your intellectual benefit from it. Please prepare for class by reading the assigned material as well as the cases.

Also, many of you are working in service firms. Please share your experiences with the class.

Your grade for class will be based on my judgment of the consistency with which you participate constructively and show leadership in class discussion and activity. Please note that class discussion includes interacting with your classmates.

Mid-Term and Final Exams:

Questions are constructed based on material in the text book and will cover additional contents that were covered during classes. A study guide, featuring the exact topics and the material location (in the book or additional lectures, articles, cases, and presentations), will be provided a week before the exam. Test questions will be multiple choice, each test will contain between 15-25 questions. Grading will be straight percentages with no curve used.

Hotel Site Visit Report:

- Hotel site visit will be scheduled for the class to tour a specific hotel and interact with the hotel's management team as a group. The visit will take place between 5PM and 6:30PM to allow for travel to class before and after.
- The visit will result in a written summary report of the experience for a grade

Group Project – Hotel Management:

Detailed information will be provided during class. Each group will submit a final report and make a 20-minute presentation describing their hotel project followed by 5-minute Q & A. The group will also prepare a written summary of their presentation, comprised of between 5 and 10 pages. The group topics: Why Hotel Company Culture is important; designing for Millennials; and Full Service versus Limited Service Hotels;

TENTATIVE COURSE SCHEDULE

WEEK	DATE	TOPIC	READING DUE
1	August 31	Introduction; Overview; Hotel Group Project -Team Selection	Chapter 1 Discussions 1,2,3,4,5,8
2	September 7	Structure of Lodging Industry Guest Service in Lodging Group Project Time	Chapter 2, discussion 1,2,3,4,6 Chapter 3, team activity 1 and 2
3	September 14	Housekeeping and Maintenance Marc Fournier, Guest Speaker Former GM Mason Inn Assistant VP Business Services GMU	Chapters 8 & 9
4	September 21	Managing Lodging Operations Staffing the Lodging Operation	Chapter 4, Discussion 1,5,6,9 Chapter 5, Discussion 1, 3,4,6,10 Quiz 1
5	September 28	Lodging Ownership Guest Speaker Gregory Rocket VP Development Hilton Hotels and Resorts	Chapter 2
6	October 5	Sales and Marketing	Chapter 7
7	October 12	Hotel Accounting Guest Speaker Stu Damon Principal and COO, CFO Star Restaurant Group	Chapter 12 A Handout will be given to students a week prior
8	October 19	Midterm Exam Group work Sessions	Exam Time 1 hour
9	October 26	Front Office Department	Chapter 6 Discussions 1,2,3, 5
10	November 2	Food and Beverage	Chapters 10 and 11
11	November 9	Safety and Security	Chapter 13 Discussion 1,2,3,5,8
12	November 16	Hotel Tour	
	November 23	Thanksgiving Break	
13	November 30	Group Presentations	Each presentation 20 minutes
14	December 7	Final Exam Review	Submit hotel visit report
15	December 14	Final Exam	

note: Faculty reserves the right to alter the schedule as necessary

PROFESSIONAL DISPOSITIONS

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:

<http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. 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 stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.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/>).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

GRADING RUBRIC FOR GROUP PRESENTATION

	A GRADE	B GRADE	C GRADE	D Grade	F GRADE
Time Management	The presentation met minimum time and did not exceed time , each presenter had adequate time for their topic.	The presentation met minimum time and did not exceed time, but not all presenters seem to have time to explain their section	Time did no either meet minimum time or went over allotted time, member presentations did not have time to explain their section	Group did not adhere to time limits, seemed unaware of time and most members had difficulty explaining sections within used time	Either did not make a presentation class, or fell below the “D” category in the extreme
Research (includes written paper)	Exceptional use of research to support ideas, correctly cites all research, all group members could meet corporate resource	Effective use of research to support ideas, cites most research, ¾ of the group team met with corporate resource	Some research to support ideas, cites some research, at least two member met with corporate resource	Either no research or research used incorrectly, no member of group met with corporate resource	“
Organization (includes written paper)	Exception intro with strong hook, exceptional into that previews presentation, a strong conclusion	Effective intro that has a hook, effective preview of presentation, effective conclusion	An intro that veers from a preview of the presentation, a somewhat effective intro that previews, a somewhat effective conclusion	No introduction that previews presentation, , an ineffective intro with no preview, no conclusion	“
Subject Knowledge	Group demonstrates full knowledge of subject, class questions answered fully, examples are given	Group is at ease with expected questions but fails to elaborate or provide examples	Group seems uncomfortable with class questions and can only answer rudimentary questions	Group does not have a grasp of information and cannot answer questions	“
Graphics	Students’ graphics explain and reinforce screen text and presentations	Students’ graphics relate to presentation and	Students occasionally use graphics that support the presentation	Students uses superfluous or no graphics	“
Total*	125 -112.5 points	112.4-100 points	112.3-87.5 points	87.4-75 points	Below 75

*Total points are divided evenly between the five categories to be evaluated

SITE VISIT REPORT GRADING RUBRIC

Category	A Grade	B Grade	C Grade	D Grade	F Grade
RESEARCH	Backed site visit observations with text, interviews and citations, exceptional uses of resources, interviews, websites, many original and thoughtful observations	Effective use of research to support ideas, contained some original observations other than that expressed by person giving tour ,used resources other than site visit tour	Some research done beyond site visit	Either no research beyond site visit, or research used incorrectly	Did not attend site visit, no paper submitted
MECHANICS	Presentation has no spelling or grammatical errors, meets number of pages	Presentation has no more than two misspellings and /or grammatical errors, meets number of pages	Presentation has three misspellings and /or grammatical errors, meets number of pages	Presentation has four misspellings and /or grammatical errors, or the length does not meet minimum or maximum number of pages	Presentation has more than four misspellings and /or grammatical errors and the minimum/maximum number of pages is not met
CONTENT	Shows a full understanding of topic, ideas supported with clear examples,	Shows a good understanding of the topic, most ideas were supported with examples	Shows a good understanding of parts of the topic, some examples were used	Does not seem to understand the topic very well, examples used but not helpful	Does not understand or address any topic, no examples were used to clarify ideas
Total*	25-22.5 points	22.4-20 points	19.9-17.4points	17.4-15 points	Below 15

*Total points allocated evenly between the three categories

