

George Mason University
College of Education and Human Development
Hospitality, Tourism and Events Management

TOUR 330 001 Resort Management -
3.0 Credits, Spring 2017
Tuesday, Thursday 9:00 – 10:15 a.m. BRH 257 Science & Technology Campus

Faculty

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Prerequisites/Corequisites

TOUR 200 and TOUR 220

University Catalog Course Description

Surveys effective practices in the management of resort recreation enterprises. Examines basic resort operations including front desk, food and beverages, amenities, and housekeeping. Covers management of a variety of resort types such as ski resorts, beach resorts, dude ranches, business retreats, adventure camps, health spas, and golf resorts.

Course Overview

This course examines all aspects of resort operations, with particular emphasis on the management of resort recreation departments. The role of structured and facilitated recreation in the resort experience, and the enterprise contribution of the recreation amenity (directly and indirectly) is explored. Principles and practices of resort recreation programming, planning and management are contrasted with those of public, private and other commercial recreation service provision.

Course Delivery Method

This course will be delivered using a face-to-face lecture setting.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

1. Identify and critically evaluate resort operational structures and management organization.
2. Describe the unique needs and circumstances of resort guests.
3. Quantify the financial contributions of recreation services to resort profitability.
4. Demonstrate awareness of sources of information, training, and professional support for professionals involved in resort recreation.
5. Adjust commonly used program concepts and/or develop new concepts for application in resort settings.
6. Explain the relationship of recreation and guest services to food and beverage, housekeeping, conference/meeting services, and real estate divisions of the resort enterprise.
7. Identify and develop informed opinions about current and emerging issues in resort recreation management.
8. Identify a range of career opportunities in the resort industry.
9. Describe the research and evaluation skills needed to function in resort recreation management.

Professional Standards n/a

Required Texts

Gee, C. Y. 2010. World of Resorts : From Development to Management (3rd edition) American Hotel and Lodging Educational Institute. ISBN : 978-0-86612-346-4

Course Performance Evaluation

- **Assignments and Examinations**

Submitted assignments must be original work and are to be submitted on-time and in the prescribed format. Directions for each assignment include an evaluation rubric. The rubric is to be printed and attached to the submitted assignment.

Assignments may include:

1. A 'fact-finding' survey of selected resort types
2. A facility design guide
3. A comparative site analysis
4. A market distribution chart
5. An activity plan
6. A marketing piece
7. An issue discussion
8. A trends analysis
9. A site visit report
10. A job search / Career plan
11. Components of a resort development consultants report.

The evaluation rubric for each assignment outlines the criteria against which that assignment will be evaluated. Generally, these criteria include on-time submission, appropriate format, professional presentation, originality, and the inclusion of all elements of the assigned task.

All assignments must be typed and presented in a professional format. Electronic versions of assignments will only be accepted when that form is specifically requested by the instructor or approved in advance of the submission deadline. Electronic documents will not be accepted as late submissions or in conjunction with an unexcused absence.

Unless otherwise stipulated, assignments must be submitted in-person at the beginning of the class period (9:00 a.m.) on the date it is due. Assignments submitted later that day (but earlier than 4:30 p.m.) are eligible for no more than 70% of the grading point value of the assignment. Assignments will not be accepted after 4:30 p.m. on the due date. Excused absence does not necessarily change submission deadlines, but may be considered in negotiating an appropriate accommodation (if necessary). Opportunities to complete exams or submit assignments on other than scheduled or due dates/times, or to participate in other learning activities or receive tutoring necessitated by absence from class will only be provided if the absence is excused by the instructor.

- **Other Requirements**

Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor. Text messaging during class is considered unprofessional and inappropriate.

Students must arrive on-time for the mid-term and final exams. Admission to the exam will not be granted later than 15 minutes after the exam begins.

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 and participation are key elements to a successful learning experience. Beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue an 'F' grade if, after written warning, the student's absence or tardiness continues at a level that constitutes 'non-participation'.

Unless required due to documented disability, laptop computers may NOT be used or turned on during class meetings. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited. Violation of this policy will result in an 'absence' for the class period during which the violation occurs.

- **Grading**

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The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

480 -500+ A+

465 to 479= A	(A grades indicate <u>excellent</u> performance on evaluated items)
450 to 464= A-	
430 to 449= B+	
415 to 429= B	(B grades indicate <u>very good</u> performance on evaluated items)
400 to 414= B-	
370 to 399= C+	
350 to 369= C	(C grades indicate <u>adequate</u> performance on evaluated items)
300 to 349= D	(a D grade indicates <u>marginal</u> performance on evaluated items)
299 and below = F	(an F grade indicates <u>unacceptable</u> performance on evaluated items)

• **Evaluated Items**

1. In-Class Unit Tests (4x25 points)
2. Midterm Exam (100 points) [Scheduled for Thursday, March 2nd at 9:00 a.m.]
3. Assignments (150 points)
4. Final Examination (125 points) [Scheduled for Thursday, May 11 at 7:30 a.m.]
5. Professionalism [see rubric] (25 points)

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times. Part of the grade for this course is based on professional conduct. (see grading rubric)

Class Schedule

DATE		TOPIC	READINGS/ASSIGNMENT Due
	Jan 24, 26	Introduction. The Resort Concept. History	Gee Ch. 1 & 2 (pp. 3-66)
	Jan 31, Feb 2	Survey: Historic properties. (West Baden Springs / Mohonk Mountain House)	Assignment 1 (Feb 2)
	Feb 7,9	Resort Development	Gee Ch. 3 & 4 (pp. 71- 142) Unit Test #1 (Feb 9)
	Feb 14, 16	<i>First Resort</i> : Consultant Simulation	<i>First Resort</i> Briefing Book
	Feb 21, 23	Survey: Niche Resorts (Dude Ranches, Gaming Resorts, Religious Retreats, Entertainment Resorts)	Assignment 2 (Feb 21)
	Feb 28, Mar 2	Major Recreation Activities and Facilities MID TERM EXAM	Gee Ch. 6 (pp. 181 - 225) MID TERM EXAM (Mar 2)

DATE		TOPIC	READINGS/ASSIGNMENT DUE
	Mar 7, 9	Resort Management – Organizational Structure, Staffing, Careers	Gee Ch. 7 (225 – 288)
	Mar 14, 16	SPRING BREAK – No class meetings	Relax, enjoy the sun, have fun
	Mar 21, 23	Front of the House Management	Gee Ch. 8 (pp. 289 – 336) Unit Test #2 (Mar 23)
	Mar 28, 30	Survey: Spas, Lifestyle Resorts, Business Retreats	Assignment 3 (Mar 28)
	Apr 4, 6	Heart of the House Management	Gee Ch. 9 (pp. 337 – 373)
	Apr 11, 13	Guest Services: Recreation Activities	Unit Test #3 (Apr 11)
	Apr 18, 20	Heart of the House Management	Gee Ch. 10 (pp. 375 – 417)
	Apr 25, 27	Survey: Family Resorts, Cruises, Eco Resorts, Waterpark Resorts, Shopping Resorts.	Assignment 4 (Apr 25) Unit Test #4 (Apr 27)
	May 2, 4	Selected Management Topics	Gee Ch. 11 (pp. 419 – 499)
	May 11	7:30 a.m. FINAL EXAM	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Important Dates

Tuesday, January 24	First day of class (9:00 a.m.)
Thursday, March 2	Mid-Term Exam
March 13-19	Spring Break (no class meetings)
Thursday, May 4	Last class meeting
Thursday, May 11	Final Exam (7:30 – 10:15 a.m.)

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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- The Writing Center 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 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. 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://ssac.gmu.edu/make-a-referral/>.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.



School of Recreation,
Health, and Tourism