

GEORGE MASON UNIVERSITY
College of Education and Human Development
Tourism and Event Management

TOUR 230. DL1— Introduction to Hospitality Management
3 credits, SPRING 2017
On-line

Faculty

Name: Danielle Dimitrov
Office hours: By appointment
Office location:
Office phone: 703-993-2060 (TEM office)
Email address: ddimitr2@gmu.edu

PREREQUISITES

None.

University Catalog 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 Delivery Method

This course will be delivered online (76% or more) using [select either a synchronous or an asynchronous] format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on January 23, 2017.

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students will need a headset microphone for use with the Blackboard Collaborate web conferencing tool. [Delete this sentence if not applicable.]
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download: [Add or delete options, as desire.]
 - Adobe Acrobat Reader: <https://get.adobe.com/reader/>
 - Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>
 - Apple Quick Time Player: www.apple.com/quicktime/download/

Expectations

- Course Week: [Include only the sentence below that is appropriate for the course. Delete the sentence that is not applicable.]
Because asynchronous courses do not have a “fixed” meeting day, our week will start on [Day], and finish on [Day].
Our course week will begin on the day that our synchronous meetings take place as indicated on the Schedule of Classes.
- Log-in Frequency:
Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least [#] times per week. In addition, students must log-in for all scheduled online synchronous meetings. [Include this sentence only if the course is synchronous. Delete the sentence if the course is asynchronous.]
- Participation:
Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence:
Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues:

Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.

- Workload:
Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support:
Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette:
The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations:
Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

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.)

Welcome to TOUR 230 - Introduction to Hospitality Management! This is a 15-week online course (plus Spring break), which **will be conducted exclusively on-line on 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 15), **starting on Tuesdays and ending at 11:59pm on Mondays**, with the exception of the last session when the week will end at **11:59pm on Sunday, May 14, 2017**. The course is **running from Tuesday, January 24 through Sunday, May 14, 2017**. Last day to withdraw from this course without penalty is **Monday, January 30, 2017**, and final drop deadline (with 67% tuition penalty) is **Friday, February 24, 2017**.

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.

Learner Outcomes or Objectives

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

- 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.

Required Texts

Walker, J. R. (2017). *Introduction to hospitality (7th Ed.)*. Boston, MA: Pearson Education Inc.

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

WEBSITES:

World Travel and Tourism Council (WTTC) www.wttc.org

World Tourism Organization (WTO) www.wold-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

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

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 of the grade, worth 10% each, consisting of 7 weekly discussions).	20
Homework and Short Assignments	4 Multiple Choice Tests and 3 Small Essays (3% each)	21

Discussion Facilitation – Group Project	Please see DB Facilitation Group Project details below.	19
Paper 1: Research Paper	Due by 11:59pm on Monday, May 1 . Please see below.	20
Paper 2: Individual Mini-Practicum Project	Due by 11:59pm on Monday, May 8 . Please see details below.	20
TOTAL:		100

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

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+; 12 wrong answers = D; 13-15 wrong answers = D-;

16+ wrong answers = F

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 9% 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, May 1.** 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, May 8.**

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:

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

Professional Dispositions:

Students are expected to exhibit professional behaviors and dispositions at all times. Students are expected to follow courteous Internet etiquette.

Class Schedule

WEEK	DATES	TOPIC	DUE ITEMS
1	Tuesday, January 24 - Monday, January 30	Team Selection Syllabus Introducing Hospitality	Chapter 1 Personal Introductions Due Intro Quiz Team Choice Due
2	Tuesday, January 31 - Monday, February 6	The Hotel Business	Chapter 2 Short Essay 1 Due

3	Tuesday, February 7 - Monday, February 13	Room Division Operations	Chapter 3 Team 1 Facilitation Week MCT 1
4	Tuesday, Feb. 14 - Monday, Feb 20	Food and Beverage Operations	Chapter 4 Team 2 Facilitation Week Short Essay 2 Due
5	Tuesday, Feb. 21 - Monday, Feb. 27	Beverages	Chapter 5 Team 3 Facilitation Week MCT 2
6	Tuesday, Feb. 28 - Monday, March 6	The Restaurant Business	Chapter 6 Team 4 Facilitation Week Short Essay 3 Due
7	Tuesday, March 7 - Monday, March 13	Restaurant Management	Chapter 7 Team 5 Facilitation Week MCT 3
	Tuesday, March 14 - Monday, March 20	SPRING BREAK	SPRING BREAK
8	Tuesday, March 21 - Monday, March 27	Managed Services	Chapter 8 Team 6 Facilitation Week Short Essay 4 Due (voluntary)

9	Tuesday, March 28 - Monday, April 3	Tourism	Chapter 9 Team 7 Facilitation Week MCT 4
10	Tuesday, April 4 - Monday, April 10	Recreation, Attractions, and Clubs	Chapter 10 Team 7 Facilitation Week
11	Tuesday, April 11 - Monday, April 17	Gaming Entertainment	Chapter 11
12	Tuesday, April 18 - Monday, April 24	Meetings, Conventions, and Expositions	Chapter 12
13	Tuesday, April 25- Monday, May 1	Special Events	Chapter 13 Research Paper (Paper#1) Due May 1 at 11:59pm
14	Tuesday, May 2- Monday, May 8	Leadership and Management	Chapter 14 Shadowing Report (Paper#2) Due May 8 at 11:59pm
15	Tuesday, May 9- Course ends at 11:59pm on Sunday, May 14	Review and Additional Items	Review Discussion of Individual Practicum Projects Extra Topics and Materials

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

*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.***

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/>.

[Additional Program or Division content, supplemental materials, instructions, and graphics may be placed here, as appropriate.]