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

TOUR 301 (001) – Hotel Management
3 Credits, Fall 2018
Wednesday 4:30 to 7:10pm Krug Hall 242, Fairfax

Faculty
Name: Kristen Robertson
Office Location: TH 1st floor, Office of Research Suite 1400
Office Hours: By Appointment
Office Phone: Please use email
Email Address: krober3@gmu.edu

Prerequisites/Corequisites
D or higher in Tour 230

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

Course Delivery Method
Education and learning will be done using the combination of 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

Learner Outcomes or Objectives
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.

This course is designed to enable students to do the following:
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 in a hotel.
4. Calculate fundamental operating statistics related to hotels.
5. Prepare and explain a room forecast.
6. Develop a service blueprint of a typical stay.

Required Texts
Hayes, David K., Ninemeier, Jack D., & Milelr, Allisha A. (2012) *Foundations of Lodgining Managaement (2nd ed).*
Prentice Hall
ISBN: 978-0-13-256089-4

Electronic Devices:
Cell phones must be turned off or silenced during class. Unless required due to disability, laptop computers may NOT be used or turned on during call meetings. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited.

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).

- **Assignments and/or Examinations**

  Exams: Questions based on material in the text book and will cover additional contents that were covered in classes. A study guide, featuring the exact topics can material locations (in the book or additional lectures, articles, classes, and presentations) will be proved a week before the exam. Test questions will be multiple choice, each test will contain 15-25 questions.

  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. The visit will result in a written summary report 3-4 pages based on your experience for a grade.

  Group Project – Hotel Management: Detailer information will be provided in 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, 6 – 8 pages. Group topics: Increased Emphasis on Health and Well Being of Travelers in Hospitality, How Brands are Combatting Third Party Booking Sites, Technology and the Hotel Industry, Wage Analysis in the Tysons Market, Managing across Generations, The Importance of Food and Beverage in the Hotel.

  Weekly Assignments: Weekly assignments are part of your attendance grade. The 'for discussion' questions at the end of each chapter must be completed prior to class. When you sign in for class, you will be required to show your written responses. If these are not complete, it will result in a 2.5 deduction from your attendance grade, for that class, as you will not be prepared for discussion.

- **Other Requirements**
  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. 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 minutes after the beginning of class and early departures (15 or more minutes before the end of class) will be considered a half absence.

I will give you one freebie (no questions asked). This one excused absence CANNOT be used on the following days: exams, group presentations (including others' group project presentations), and the hotel visit. After that, **5 points of the 75 points for attendance and participation will be lost for each day missed. Each missing class will result in 5 points off your total grade points after your loss of all 75 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 that constitutes "non-participation".**

The only acceptable reasons for missing classes are the same as those of the exam(so, use freebies wisely). **Students missing class due to severe illness and family emergency should contact their instructor ahead of time and provide her with verification document.** No points can be made up for an absence.

- **Grading**

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

Grade	Total Score (%)	Grade	Total Score %
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, Weekly Assignments, Participation	75	15%
Two Tests (each equal weight)	200	40%
One Group Project – Hotel Management	150	30%
Hotel Visit Report	75	15%
Total	**500**	**100%**

  Professional Dispositions

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

Tentative Class Schedule:

Week	Date	Topic	Reading Due
1	August 30	Introduction; Overview; Hotel Group Project – Team & Topic Selection	Chapter 1
2	September 5	Structure	Chapter 2
3	September 12	Guest Service/ Managing Lodging Operations	Chapters 3 & 4
4	September 19	Housekeeping/ Maintenance	Chapter 8 & 9
5	September 26	Article Review/Group Presentation Work Session I	
6	October 3	Sales & Marketing – Guest Speaker	Chapter 7

7	October 10	Staffing/Careers – Guest Speaker/ Test 1 Review	Chapter 5 & 14
8	October 17	Asset Management & Accounting – Test 1	Chapter 12
9	October 24	Food Service/Meeting Management – Guest Speaker	Chapters 10 & 11
10	October 31	Front Office/Safety & Security	Chapters 6 & 13
11	November 7	Article Review/ Group Presentation Work Session II	
12	November 14	Hotel Tour – Doubletree Tysons Corner @ 5pm	
13	November 21	Thanksgiving Break/Final Report Due	
14	November 28	Hotel Tour Report Due /Group Presentations (4)/Test II Review	
15	December 5	Group Presentations (2)/Test II	

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

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/.
- For information on student support resources on campus, see https://ctfe.gmu.edu/teaching/student-support-resources-on-campus

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