

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

TOUR 230 (DL1) - Introduction to Hospitality Management  
3 credits, Fall 2018

On-line

**FACULTY**

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**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 OVERVIEW:**

**Course Delivery Method:**

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.

**Welcome to TOUR 230 - Introduction to Hospitality Management! This** is a 15-week online course, 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, December 9, 2018**. The course is **running from Tuesday, August 27 through Sunday, December 13, 2018**.

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.

**Preferred method of communication is the private message box in BB.** (Go to *Contact the Professor* on the left-hand side.)

### **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 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/](http://www.apple.com/quicktime/download/)

Note: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.

## **Expectations:**

**Course Week:** Asynchronous (online) courses do not have a “fixed” meeting day, our week will start on **Tuesdays**, and finish on the following **Mondays**.

**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 3 times per week. Daily is highly recommended so as to not miss any important instructor announcements/updates.

**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. The professor will track this participation.

**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 review their postings and responses carefully, 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.

## **LEARNER 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:**

1. Walker, J. R. (2017). *Introduction to hospitality (7th Ed.)*. Boston, MA: Pearson Education Inc.
2. *Publication Manual of the American Psychological Association (6<sup>th</sup> ed.)*. (2010). Washington DC: APA.

In addition to the text, I may be using some supplemental readings throughout the semester. The supplemental readings will help you become aware of the latest information in this constantly evolving field.

### **POPULAR HOSPITALITY 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

### **HOSPITALITY RELATED WEBSITES:**

World Travel and Tourism Council (WTTC), [www.wttc.org](http://www.wttc.org)  
World Tourism Organization (WTO), [www.world-tourism.org](http://www.world-tourism.org)  
American Hotel and Lodging Association (AHLA), [www.ahla.org](http://www.ahla.org)  
Hotels Magazine, [www.hotelsmag.com](http://www.hotelsmag.com)  
Hotel Jobs, [www.hoteljobs.com](http://www.hoteljobs.com)  
Foodservice, [www.foodservice.com](http://www.foodservice.com)  
National Restaurant Association, [www.restaurant.org](http://www.restaurant.org)  
M&C Online, [www.meetings-conventions.com](http://www.meetings-conventions.com)  
International Special Events Society (ISES), [www.ises.com](http://www.ises.com)  
American Management Association, [www.amanet.org](http://www.amanet.org)  
Council of Hotel, Restaurant and Institutional Educators, [www.chrie.org](http://www.chrie.org)  
Hospitality Net, [www.hospitalitynet.org](http://www.hospitalitynet.org)

E-Hotelier, [www.ehotelier.com](http://www.ehotelier.com)  
 Hotel News Resource, [www.hotelnewsresource.com](http://www.hotelnewsresource.com)  
 Hospitality Business News, [www.hospitalitybusinessnews.com](http://www.hospitalitybusinessnews.com)  
 Hospitality Industry, [www.hospitality-industry.com](http://www.hospitality-industry.com)  
 Lodging Hospitality, [www.lhonline.com](http://www.lhonline.com)  
 BIG Hospitality, [www.bighospitality.co.uk](http://www.bighospitality.co.uk)  
 Hospitality Financial & Technology Professionals (HFTP), [www.hftp.org](http://www.hftp.org)

### COURSE PERFORMANCE EVALUATION:

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 Board Forum participation. Please see Discussion Forum (DBF) Participation Grading Rubric for detailed rules (two parts of the grade, worth 10% each, consisting of 7 weekly discussions).	20
Group Project	Please see DBF-Group Project details below. <b>Seven Teams will present weeks 3 through 9</b>	10
Midterm Exam	Please see details below. <b>Due by 11:59 pm on Monday, October 15</b>	20
Mini-Practicum Project	Please see details below. <b>Due by 11:59pm on Friday, November 30.</b>	20
Final Exam (Cumulative)	Please see details below. <b>Due by 11:59 pm on Sunday, December 9</b>	30
	<b>TOTAL:</b>	<b>100</b>

*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 required as this will contribute to the content quality of the class as well as to your intellectual benefit from it. Further, participation in the DB Forums is the only way to register attendance in the course.

#### Midterm and Final Exams:

These two exams make up 50% of the grade. They are constructed by the author of the text-book and will cover only text-book material. The number of questions for the midterm exam will be between 50-75 questions (depending on chapter length and content). The final exam will be at least 100 questions and cumulative. *These test swill be timed and must be completed in one sitting.* Missing a test leads to an F for the exam 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

**Group Project – DB Facilitation:**

The Group Project represents 10% of the grade. 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:

- (1) Selecting an article related to the reading assigned for the week;
- (2) Presenting the exact academic reference, copy of the article and the weblink (if any) for this article;
- (3) Sharing your personal impressions from that article;
- (4) 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 in the Syllabus or below the course calendar in the word version of the syllabus).
- (5) 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 at 11:59 pm 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.

**Individual Mini-Practicum Project:**

This assignment will comprise 20% of the grade. This will include a personal/individual field trip shadowing of a hospitality manager in any department for a day of their work week. A minimum amount of time expected is five hours. Contact information for the manger (Name, phone, email) must be included for verification purposes. 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 detailed Shadowing Report 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 may be utilized in this document). An **Individual Practicum Project Rubric** is provided in *Grading Rubrics* in *Syllabus and Documents* on BB.

## SHADOWING REPORT DETAILED INSTRUCTIONS:

1. Identify a professional hospitality manager who is currently working full time in the hospitality industry locally. 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:
  - A. Name, title, department, address and phone number of the hospitality manager (on cover page along with your name, etc.)
  - B. A brief introduction, explaining the type of hotel you have chosen, the amenities and services it provides.
  - C. 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?
  - D. 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.
  - E. 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:

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

**Grading Rubric:** The grade will be discounted with 10% if any (and for each) of the above listed 5 (A through E) 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. See <https://cehd.gmu.edu/students/polices-procedures/>

**COURSE SCHEDULE:**

<b>WEEK</b>	<b>DATES</b>	<b>TOPIC</b>	<b>DELIVERABLES</b>
<b>1</b>	Tuesday-8/28 Monday-9/3	Team Selection Syllabus Introducing Hospitality	Chapter 1 <b>Personal Introductions Due</b> <b>Intro Quiz</b> <b>Team Choice Due</b> Labor Day Holiday (9/3)
<b>2</b>	Tuesday-9/4 Monday-9/10	The Hotel Business	Chapter 2
<b>3</b>	Tuesday-9/11 Monday-9/17	Room Division Operations	Chapter 3 Team 1 Facilitation Week
<b>4</b>	Tuesday-9/18 Monday-9/24	Food and Beverage Operations	Chapter 4 Team 2 Facilitation Week
<b>5</b>	Tuesday-9/25 Monday-10/1	Beverages	Chapter 5 Team 3 Facilitation Week
<b>6</b>	Tuesday-10/2 Monday-10/8	The Restaurant Business	Chapter 6 Team 4 Facilitation Week
<b>7</b>	Tuesday-10/9 Monday-10/15	Restaurant Management	Chapter 7 Fall Break (10/8) <b>Midterm Exam Due by 11:59 pm 10/15</b> Team 5 Facilitation Week
<b>8</b>	Tuesday-10/16 Monday-10/22	Managed Services	Chapter 8 Team 6 Facilitation Week
<b>9</b>	Tuesday-10/23 Monday-10/29	Tourism	Chapter 9 Team 7 Facilitation Week
<b>10</b>	Tuesday-10/30 Monday-11/5	Recreation, Attractions, and Clubs	Chapter 10
<b>11</b>	Tuesday-11/6 Monday-11/12	Gaming Entertainment	Chapter 11
<b>12</b>	Tuesday-11/13 Monday-11/19	Meetings, Conventions, and Expositions	Chapter 12
<b>13</b>	Tuesday-11/20 Monday-11/26	Special Events	Chapter 13 Thanksgiving Break (11/21-11/25)



14	Tuesday-11/27 Monday-12/3	Leadership and Management	Chapter 14 Shadowing Report Due November 30 at 11:59pm
15	Tuesday-12/4 Course ends at 11:59pm on Sunday, 12/9	Review and Additional Items	Discussion of Practicum Projects Extra Topics and Materials Final Exam is due by 11:59 12/9

*Note: Faculty reserves the right to alter the schedule as necessary. 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 with a limit of three days.*

### 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/>).

#### Campus Resources:

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.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/>.

### STUDENT SERVICES:

University Libraries provides resources for distance students. See <http://library.gmu.edu/distance>

## **Writing Center**

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>]. You can now sign up for an Online Writing Lab (OWL) session just like you sign up for a face-to-face session in the Writing Center, which means YOU set the date and time of the appointment! Learn more about the [Online Writing Lab \(OWL\)](#) (found under Online Tutoring).

## **Counseling and Psychological Services**

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>].

## **Family Educational Rights and Privacy Act (FERPA)**

The Family Educational Rights and Privacy Act of 1974 (FERPA), also known as the "Buckley Amendment," is a federal law that gives protection to student educational records and provides students with certain rights. [See <http://registrar.gmu.edu/privacy>].

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

