

George Mason University
College of Education and Human Development
School of Sport, Recreation, and Tourism Management
Tourism and Events Management

TOUR 230 DL1 – Introduction to Hospitality Management
3 Credits, Fall 2020
Online

Faculty

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Prerequisites: None**University Catalog 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

Instructional techniques include directed reading assignments, peer leader blog assignment, a comprehensive final project, a midterm and a final examination.

Course Delivery Method

This course will be delivered online (100%) using 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 Monday, Aug 24, 2020

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 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:** Because asynchronous courses do not have a “fixed” meeting day, our week will start on Monday, and finish on Friday.
- **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 daily.**
- **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.

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. (2019). *Introduction to hospitality (8th Ed.)*. Pearson Prentice Hall.

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.

Course Performance Evaluation

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

Assignments and/or Examinations

OVERVIEW:

Welcome to TOUR 230 - Introduction to Hospitality Management! This is a **16 week online course**, which will be conducted exclusively through 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 16), **starting on Mondays and ending on Fridays.**

In the *Syllabus* section on BB, please read 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.

Course Performance Evaluation

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

Item	Brief Description and Due Date	Point	%
Attendance (Participation)	Participation will be checked with Discussion Board (DB) participation. Total of 11 week discussion board forums- weekly discussion and weekly industry news (8 point each week): dates are listed in the course schedule	80	16%
Quizzes	6 Multiple Choice Quizzes (20 point each): check the course schedule for exam dates	100	20%
Midterm Exam	Online multiple choice exam. The test will be available from Oct 7 (Wed) till 11:59pm on Oct 9 (Fri)	100	20%
Final exam	Online multiple choice exam. The test will be available from Dec 9 (Wed) till 11:59pm on Dec 11 (Fri)	100	20%
Industry news	Each presenter will post the summary of industry news and lead a discussion; check presentation schedule	20	4%
Final Project (Trend Analysis)	Due by 11:59 pm on Dec 4 (Friday).	100	20%
TOTAL:		500	100%

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

Assignment Description and Grading Rubrics:

Attendance and Participation- (16%):

Attendance and Participation (Discussion):

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. This will be evaluated by your entries on the Discussion Board each week. **If you do not participate you will receive a 0 for the week. To receive full points each week, 1) you need to join the discussion and respond back to at least two classmates for discussion and comments. 2) Provide at least either two comments or questions to industry news questions from presenters each week.** Further, participation in the DB Forums is the only way to register attendance in the course. The deadline for posting discussion questions (from the instructor) and industry news summary (from the assigned presenters) each week is each Wednesday by 11:59 pm. This will allow participants to respond to your postings before the week ends on Friday at 11:59 pm. **Late submissions will be counted as a zero (0).** The A&P will be graded but the worst score will be dropped (will not be used in calculating your final A&P grade).

Quizzes (20%):

Multiple Choice Quizzes are 20 % of the grade (6 total tests and each test is 20 points). They will cover only text-book material *on the chapters of the week*. The number of questions for each Exam will be 20 questions. *These tests will be timed and must be completed in one sitting.* Missing a test leads to “ZERO” point for this MCT and will **NOT** be compensated with another chance to receive a grade unless it is due to a personal illness or family emergency that must be documented by a physician’s note. The quizzes will be graded but the worst score will be dropped (will not be used in calculating your final quiz grade).

Midterm exam (20%):

Final exam is a multiple choice test and it covers all chapters in the syllabus. Questions on the final exam include the questions from mini exams as well as new questions.

Final exam (20%):

Final exam is a multiple choice test and it covers all chapters in the syllabus. Questions on the final exam include the questions from mini exams as well as new questions.

Industry News (News Summary and Discussion Board Facilitation): 4%

A presenter will find and post the summary of industry news related to the chapter of each week in tourism, event and hospitality industry on discussion section. The sources (Interview, Internet Information, Textbooks, Articles, Media, and so on) should be addressed in the reference part. A presenter will summarize article and include two discussion questions. All students should post questions or comments to industry news. Presenters are required to provide answers and your thoughts to questions or comments from students by each Friday. Detailed grading rule of industry news and assigned presenters can be found in the “course content” folder.

Final - Individual Project (20%):

A minimum of 13 pages double-spaced text (references and appendix including graphs, tables, pictures are excluded from the above requirement) in APA academic style. Detailed grading rule of this research project can be found in the “course content” folder. You will be required to post your progress week 6 to demonstrate progress made on the paper. Failure to post any of the progresses may result in a zero (0) grade on the assignment. Papers will likely be submitted to an online program used by the instructor such as “turn it in” to check for plagiarism and references cited. If plagiarism is found the instructor will follow the university policy for action. This research Paper is due by **11:59pm on Dec 2, 2020**. PPT presentation (15 to 20 minutes) using **Kaltura Capture** should be posted on Blackboard by **11.59pm on Dec 4, 2020**. No extension will be provided.

GRADING SCALE:

A+ = 97-100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

Professional Dispositions

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

Class Schedule

Week	Topics/Activities	Readings
Week 1 8/24-8/28	Introducing hospitality <ul style="list-style-type: none"> • Directed readings due Friday 8/28 by 11:00p.m • Introduce yourself to the class in the Personal Introductions section due Friday 8/28 by 11:00p.m • Review the information on the final project in the Contents • Review Industry News information 	Chapter 1 Syllabus review
Week 2 8/31-9/4	The hotel business Rooms division operation <ul style="list-style-type: none"> • Directed readings due Friday 9/4 by 11:00p.m • Discussion comments due Friday 9/4 by 11:00p.m • Review the information on the final project in the Contents – Post topic for the project on Blackboard due Friday 9/4 by 11:00p.m • Industry News Discussion due Friday 9/4 by 11:00p.m 	Chapters 2& 3
Week 3 9/7-9/11	Food and beverage operations Beverages <ul style="list-style-type: none"> • Directed readings due Friday 9/11 by 11:00p.m • Discussion comments due Friday 9/11 by 11:00p.m • Quiz 1 (Chapters 1,2, & 3) due Friday 9/11 by 11:30p.m (start from 9/9 at 9:00a.m) • Industry News Discussion due Friday 9/11 by 11:00p.m 	Chapter 4 & 5
Week 4 9/14-9/18	The restaurant business <ul style="list-style-type: none"> • Directed readings due Friday 9/18 by 11:00p.m • Discussion comments due Friday 9/18 by 11:00p.m • Quiz 2 (Chapters 4& 5) due Friday 9/18 by 11:00p.m (start from 9/16 at 9:00a.m) • Industry News Discussion due Friday 9/18 by 11:00p.m 	Chapter 6
Week 5 9/21-9/25	Restaurant operations <ul style="list-style-type: none"> • Directed readings due Friday 9/25 by 11:00p.m • Discussion comments due Friday 9/25 by 11:00p.m • Quiz 3 (Chapters 6& 7) due Friday 9/25 by 11:00p.m (start from 9/23 at 9:00a.m) • Industry News Discussion due Friday 9/25 by 11:00p.m 	Chapters 7
Week 6 9/28-10/2	Submit progress report of industry forecast <ul style="list-style-type: none"> • Post progress of final project to discussion board due Friday 10/2 by 11:00p.m 	
Week 7 10/5-10/9	Midterm Exam <ul style="list-style-type: none"> • Midterm (Chapters 1,2,3,4,5,6 & 7) due Friday 10/9 by 11:00p.m (start from 10/7 at 9:00a.m) 	

Week 8 10/12-10/16	Managed service Tourism <ul style="list-style-type: none"> Directed readings due Friday 10/16 by 11:00p.m Discussion comments due Friday 10/16 by 11:00p.m Industry News Discussion due Friday 10/16 by 11:00p.m 	Chapters 8&9
Week 9 10/19-10/23	Recreation, attraction, and clubs <ul style="list-style-type: none"> Directed readings due Friday 10/23 by 11:00p.m Discussion comments due Friday 10/23 by 11:00p.m Quiz 4 (Chapters 8& 9) due Friday 10/23 by 11:00p.m (start from 10/21 at 9:00a.m) Industry News Discussion due Friday 10/23 by 11:00p.m 	Chapters 10
Week 10 10/26-10/30	Gaming entertainment <ul style="list-style-type: none"> Directed readings due Friday 10/30 by 11:00p.m Discussion comments due Friday 10/30 by 11:00p.m Industry News Discussion due Friday 10/30 by 11:00p.m 	Chapters 11
Week 11 11/2-11/6	Meeting, conventions, and expositions <ul style="list-style-type: none"> Directed readings due Friday 11/6 by 11:00p.m Discussion comments due Friday 11/6 by 11:00p.m Quiz 5 (Chapters 10& 11) due Friday 11/6 by 11:00p.m (start from 11/4 at 9:00a.m) Industry News Discussion due Friday 11/6 by 11:00p.m 	Chapters 12
Week 12 11/9-11/13	Special events <ul style="list-style-type: none"> Directed readings due Friday 11/13 by 11:00p.m Discussion comments due Friday 11/13 by 11:00p.m Industry News Discussion due Friday 11/13 by 11:00p.m 	Chapters 13
Week 13 11/16-11/20	Leadership and management <ul style="list-style-type: none"> Directed readings due Friday 11/20 by 11:00p.m Discussion comments due Friday 11/20 by 11:00p.m Quiz 6 (Chapters 12,13,& 14) due Friday 11/20 by 11:00p.m (start from 11/11 at 9:00a.m) Industry News Discussion due Friday 11/20 by 11:00p.m	Chapter 14
Week 14 11/23-11/27	Thanksgiving Recess	
Week 15 11/30-12/4	Present Industry Forecast due Fri 12/4 by 11:00p.m Submit final industry forecast report due Wed 12/2 by 11:00p.m	
Week 16	Final Exam <ul style="list-style-type: none"> Final exam (Chapters 8,9,10,11,12,13&14) due Friday 12/11 by 11:00p.m (start from 12/10 at 9:00a.m) 	

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://coursesupport.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/>.

