

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

TOUR 330. Section 001. CRN: 23597 – Resort Management

3 Credits, Spring 2022

Monday's- 7:20pm-10:00pm

Class Location: Thompson Hall Room 1018- Fairfax Campus

Faculty

Name: Professor Elizabeth Allen
Office Hours: After class on Monday's or by Appointment
Office Location: Thompson Hall Room 1018
Office Phone: (703)-200-9943
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Prerequisites/Corequisites

(TOUR 200^D, 200^{XS} or 200^{XP}) or (TOUR 230^D, 230^{XS} or 230^{XP}).

University Catalog Course Description

Surveys effective practices in the management of resort recreation enterprises. Examines basic resort operations, including front desk, food and beverage, 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 a 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. In addition, you'll survey effective practices in the management of resort recreation enterprises, examine basic resort operations including front desk, food and beverages, amenities, and housekeeping.

Course Delivery Method

This course will be delivered using a lecture format. The class format will combine reading, lectures, presentations, and other learning tools. The class will be interactive and require every student to be engaged in the classroom discussion and assignments. In addition to the lectures,

screencasts and timely completion of assignments, every student will be expected to be an active participant and a dedicated individual applying what you learn to every element of the course work.

Learner Outcomes or Objectives

Upon completion of the course, students will be able to:

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

In correspondence/communication students will be expected to:

- a) Be professional and respectful in correspondence
- b) Make reasonable requests of the instructor. I will be happy to clarify course material and answer legitimate questions
- c) I value planning assignments with their due dates. I appreciate thorough well thought out work that is completed in a timely manner.

In regard to honesty in work, students will be expected to:

- a) Review the University integrity and honesty policies in the student handbook for guidelines regarding plagiarism and cheating (summarized below). I will gladly clarify my stance on any questionable or “grey area” issues you may have.

Refrain from dishonest work as it will receive a minimum penalty of zero on the assignment and a maximum penalty of a zero for the course with a report to the Honor committee. The GMU Honor Code requires that faculty submit any suspected Honor Code violations to the Honor Committee. Therefore, any suspected offense will be submitted for adjudication.

Mason Honor Code:

*To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code: **Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.***

Cheating Policy: Any form of cheating on an activity, project, or exam will result in zero points earned. “Cheating” includes, but is not limited to, the following: reviewing others’ exam papers, having ANY resources utilized when not allowed, collaborating with another student during an individual assignment.

If you have questions about when the contributions of others to your work must be acknowledged and appropriate ways to cite those contributions, please talk with the professor or utilize the GMU writing center.

Plagiarism and the Internet: Copyright rules also apply to users of the Internet who cite from Internet sources. Information and graphics accessed electronically must also be cited, giving credit to the sources.

This material includes but is not limited to e-mail (don't cite or forward someone else's e-mail without permission), newsgroup material, information from Web sites, including graphics. Even if you give credit, you must get permission from the original source to put any graphic that you did not create on your web page. Shareware graphics are not free. Freeware clipart is available for you to freely use. If the material does not say "free," assume it is not.

Putting someone else's Internet material on your web page is stealing intellectual property. Making links to a site is, at this time, okay, but getting permission is strongly advised, since many Web sites have their own requirements for linking to their material. [Review the Honor Code here.](#)

Participation: Learning can only happen when you are playing an active role. It is important to place more emphasis on developing your insights and skills, rather than transmitting information. Knowledge is more important than facts and definitions. It is a way of looking at the world, an ability to interpret and organize future information. An active learning approach will more likely result in long-term retention and better understanding because you make the content of what you are learning concrete and real in your mind.

Although an active role can look differently for various individuals, it is expected in this class that you will work to explore issues and ideas under the guidance of the professor and your peers. You can do this by reflecting on the content and activities of this course, asking questions, striving for answers, interpreting observations, and discussing issues with your peers.

However, CEHD instructors will work with students to find reasonable opportunities to make up class work or assignments missed due to documented illness. Begin by contacting your instructor for guidance. For further assistance, students may contact their program and the CEHD Office of Student and Academic Affairs.

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

You can purchase the textbook on [Amazon](#) or rent on [Chegg](#)

Technology Requirements

Activities and assignments in CEHD courses regularly use the learning system. Students are required to have regular, reliable access to a computer with an updated operating system (recommended: Windows 10 or Mac OSX 10.13 or higher) and a stable broadband Internet connection (e.g., cable modem, DSL, satellite broadband) with a consistent 1.5 Mbps [megabits per second] download speed or higher.

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.

Blackboard

Blackboard will be used for this course. You can access the site at <http://mymasonportal.gmu.edu>. Login and click on the “Courses” tab. You will see TOUR 330.

Additionally, CEHD course activities and assignments may regularly use web conferencing software (e.g., Blackboard Collaborate or Zoom). In addition to the requirements above, students are required to have a device with a functional webcam and microphone. In an emergency, students can connect through a telephone call, but video connection is the expected norm.

Note: Username and passwords are the same as your Mason email account. You must have consistent access to an internet connection in order to complete the assignments in this course through Blackboard (<http://mymason.gmu.edu>). Note the technology requirements for The College of Education and Human Development in your Blackboard course menu—it contains details of minimum technology requirements.

COVID-19

- All students are required to take the Safe Return to Campus Training prior to visiting campus: it is, however, recommended for all Mason students, even those who are enrolled in fully online classes. Training is available in [Blackboard](#).
- Students are required to follow the university’s public health and safety precautions and procedures outlined on the [university Safe Return to Campus webpage](#).
- All students are required to be fully vaccinated by January 5, 2022, unless they received an approved exemption. You should also have uploaded your vaccine documentation to the Health Services Patient Portal by [January 5, 2022](#).
- The deadline to receive a booster and upload your documentation is [February 15, 2022](#).
- Everyone, even those who are fully vaccinated, must wear a face covering when inside university property (buildings and vehicles). If you're unvaccinated, you must wear a mask outside, as well, when at an event or if physical distancing can't be maintained. Read the full face covering policy [here](#).
- All students in face-to-face and hybrid courses must also complete the Mason COVID Health Check daily, seven days a week.

- You may not come to class if you receive a Yellow, Red, or Blue email response to the Mason COVID Health Check.
- You may only come to class if you receive a Green email response to the Mason COVID Health Check.
- You must quarantine and get tested if you receive a Blue email response, because you indicated that you recently traveled outside of the United States, are not fully vaccinated, or have not completed the required 7 to 10 day quarantine period for international travel.
- If you suspect that you are sick or have been directed to self-isolate, quarantine, or get testing do not go to class.
- Faculty are allowed to ask you to show them that you have received a Green email and are thereby permitted to be in class.

Individuals with Disabilities

Students with documented disabilities should contact the office of disability services (703) 993-2474 to learn more about accommodations that may be available to them.

Students unable to participate in a course in the manner presented, either due to existing disability or COVID comorbidity risk, should seek accommodations through the [office of disability services](#).

Students may not, either individually or collectively, request permission to change the modality of a current course section due to COVID risks or concerns. If students are not comfortable with the modality of the course for which they are registered, they will need to register for a course offered in a different modality which better will accommodate their needs through the established drop/add process.

Academic Integrity and Inclusivity

This course embodies the perspective that we all have differing perspectives and ideas and we each deserve the opportunity to share our thoughts. Therefore, we will conduct our discussions with respect for those differences. That means, we each have the freedom to express our ideas, but we should also do so keeping in mind that our colleagues deserve to hear differing thoughts in a respectful manner, i.e. we may disagree without being disagreeable. <http://oai.gmu.edu/>

Notice of mandatory reporting of sexual assault, sexual harassment, interpersonal violence, and stalking:

As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, interpersonal violence, and stalking to Mason’s Title IX Coordinator per [University Policy 1202](#). If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as [Student Support and Advocacy Center](#) (SSAC) at 703-380-1434 or [Counseling and Psychological Services](#) (CAPS) at 703-993-2380. You may also seek assistance or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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

Student Privacy Policy

George Mason University strives to fully comply with FERPA by protecting the privacy of student records and judiciously evaluating requests for release of information from those records. Please see George Mason University's student privacy policy <https://registrar.gmu.edu/students/privacy/>

Email Policy

Please use masonlive.gmu.edu emails only. You can reach me at eallen21@gmu.edu

Mason uses electronic mail to provide official information to students. Examples include notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback.

Students are responsible for the content of university communication sent to their Mason e-mail account and are required to activate that account and check it regularly. I will respond to emails within 48 hours.

Campus Closures

If the campus closes or class is canceled due to weather or other concerns, students should check, Mason email, or for updates on how to continue learning and information about any changes to events or assignments.

Course Performance Evaluation

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

Course Grading & Evaluation	Grades will be assigned as follows: Points will be converted to letter grades. 480-500 = A+ 465-479 = A (A grades indicate excellent performance on evaluated items.) 450-464 = A- 430-449 = B+ 415-429 = B (B grades indicate very good performance on evaluated items.) 400-414 = B- 370-399 = C+ 350-369 = C (C grades indicate adequate performance on evaluated items.) 300-349 = D (D grades indicate marginal performance on evaluated items.)
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	299 and below = F (an F grade indicates unacceptable performance on evaluated items.)
(10) Total Assignments =200 pts (20 pts each)	Your challenge is to immerse yourself in the topics and perspectives presented in the course. You will be invited to comment on the different topics by completing a series of in class and out of class assignments. You are encouraged to think critically about the various concepts and issues, and consider possible issues/outcomes.
(1) Paper =50 pts	Topic Paper of the lesson you found most interesting in this course.
Mid Term Exam – =100 pts	There will be only 1 exam which will occur at the Mid-Term of this course.
Final Project = 100 pts	More details to come later in the semester.
Participation = 50 pts	100% attendance and if assignments are turned in regularly in a timely manner, I will award full participation points. In addition, active and regular interaction during class discussions & assignments will also be considered.
Extra Credit!	Yes, there are ways to earn extra credit in this course. Email me directly for more information 😊

Expect to work 2-3 hours per week on assignments for this course.

All assignments are due by 11:59pm or the time listed on the indicated due date. **However, students who wait until the deadline to turn in assignments, will not be awarded a full participation score.** It is imperative to learn how to manage your time for when you graduate college and enter the professional world. Late assignments will not be accepted. Plan to submit your assignments well before the deadline.

To help you manage your schedule and time to complete the assignments in this course, please follow the recommended timeline below. If you have a question or concern or encounter a problem about an assignment, please contact me immediately so we can discuss and work out a resolution.

Class Schedule

Weeks	Lessons	Assignments
Week 1 Jan 24-Jan 30	Lesson 1: Introduction Resort Concept History	<ul style="list-style-type: none"> • Read Chapters 1 and 2 • Individual Introductions
Week 2	Lesson 1:	<ul style="list-style-type: none"> • History Assignment #1 due 2/6 via BB

Jan 31-Feb 6	Survey: Historic Properties	
Week 3 Feb 7- Feb 13	Lesson 2: Planning and Development I	<ul style="list-style-type: none"> • Guest Speaker Barry Biggar President/CEO at Fairfax County Convention & Visitors Corporation • Read Chapter 3 • Review History Assignments in class- Mini Presentations • Assignment 2 due 2/14
Week 4 Feb 14-Feb 20	Lesson 2.1 Planning and Development II	<ul style="list-style-type: none"> • Read Chapter 4 • Turn in Assignment 2 by 10:00pm on 2/14 • NO In Person CLASS
Week 5 Feb 21-Feb 27	Lesson 3: Niche Resorts I	<ul style="list-style-type: none"> • Assignment 3 due 2/28 • In Class discussion group assignment
Week 6 Feb 28-March 6	Lesson 4: Organization Facilities and Activities	<ul style="list-style-type: none"> • Read Chapter 6 • In class Assignment- Groups
Week 7 March 7- March 13	Mid Term Exam	<ul style="list-style-type: none"> • Take the Mid-Term Exam 3/7 In class
Week 8 March 14- March 20	No Class	<ul style="list-style-type: none"> • Spring break NO CLASS
Week 9 March 21- March 27	Lesson 7: Front of House Management & Human Resources	<ul style="list-style-type: none"> • Read Chapters 7 & 8 • Guest Speaker Dr. Mohamad Khan HTM MSBA Virginia Tech • Class Guest Speaker Assignment due 3/23
Week 10 March 28- April 3	Lesson 8: Survey: Niche Resorts II	<ul style="list-style-type: none"> • Assignment 4 due 3/28 • Group Assignment- In class
Week 11 April 4- April 10	Lesson 9a: Heart of House Management I	<ul style="list-style-type: none"> • Read Chapter 9 • Review Topic Paper Prompt (Due 4/18) • Guest Speaker Gary Mesich (Marriott) VP of Brand Program Management

		<ul style="list-style-type: none"> • Turn in Guest Speaker Assignment on 4/6
Week 12 April 11-April 17	Lesson 10: Guest Services (Recreation)	<ul style="list-style-type: none"> • Guest Speaker Susan Miller (Marriott) Dr. of Retail Operations • Guest Speaker In class Assignment due by 4/13
Week 13 April 18-April 24	Lesson 9b: Heart of House Management II	<ul style="list-style-type: none"> • Read Chapter 10 • Topic Paper Due 4/18 @ 7:00pm • Review Final Project prompt
Week 14 April 25-May 1	In class Project Session	<ul style="list-style-type: none"> • Work on Final Projects • Sign up for presentations
Week 15 May 2- May 8	Final Project Due Final Presentations	<ul style="list-style-type: none"> • Submit Final Project by May 2, 2022, 7:20pm to BB • First set of Final Presentations
Week 16 May 9-May 15	Final Presentations	<ul style="list-style-type: none"> • Second Set of Final Presentations • Reflection on the semester discussion post on BB due May 11 • Instructor Evaluations on BB

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

- Students must adhere to the guidelines of the Mason Honor Code (see <https://catalog.gmu.edu/policies/honor-code-system/>).
- Students must follow the university policy for Responsible Use of Computing (see <https://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 <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.