**George Mason University**
**College of Education and Human Development**
School of Sport, Recreation and Tourism Management
Tour 230 (001) – Introduction to Hospitality Management
3 Credits, Spring 2022
M&W 10:30 – 11:45 A.M, Research Hall #201 - Fairfax Campus

**Faculty**

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|---|---|
| Name: | Dr. Naehyun (Paul) Jin |
| Office Hours: | M&W 11:45 – 12:45 a.m. or by appointment |
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**Prerequisites**
None

**Course Description**
This course is an introduction to hospitality management, including an overview of management in the hospitality 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 lectures, readings, class activities, homework assignments, a semester project, and midterm and final examinations.

**Course Delivery Method**
Teaching and learning will be done using the combination of the 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 and other learning activities.

**Learner Outcomes or Objectives**
On completion of this course, students should be able to:
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.

**Course Performance Evaluation**
The course will be graded on a percentage system, with a total of 100 possible percentage points. Students are expected to submit all assignments on time in the manner outlined by the instructor

| Grade | Total Score (Percentage) | Grade | Percentage |
|-------|-------------------------|-------|------------|
| 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%) | | |

**Course Requirements**

| Activity | Point | Percentage |
|----------|-------|------------|
| Attendance & Participation | 75 | 15% |
| Two Exams (100 points each) | 200 | 40% |
| One Group Project (Industry News) | 100 | 20% |
| Moment of Truth Experience Report | 50 | 10% |
| One Individual Assignment | 25 | 5% |
| Five In-Class Quizzes | 50 | 10% |
| **Total** | **500** | **100%** |

Grading rubrics are found at the course Blackboard (online).

The instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may include scheduled activities, classroom policies, and future grading criteria, and will be communicated to all students in a revised syllabus document.

### *Attendance & Participation:*
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 to class.
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 min after the beginning of the class and early departures (15 and more min. before the class end) will be considered a half absence. Participation in this class is strongly requires as this will contribute to the content quality of the class as well as your intellectual benefit from it. Please prepare for class by reading the assigned material as well as the cases. Also, many of you are working in service firms. Please share your experiences with the class. Your grade for class will be based on my judgment of the consistency with which you participate constructively and show leadership in class discussion and activity. Please note that class discussion includes interacting with your classmates. To receive full points each week for the discussion on the blackboard, provide your answer to discussion questions from presenters and reply at least either two comments or questions to other posts each week (at least total three posts for each week).

### *Mid-Term and Final Exams:*
Questions are constructed by the authors of the text book and will cover additional contents that were covered during classes. A study guide, featuring the exact questions and the material location (in the book or additional lectures, articles, cases, and presentations), shall be provided before the exam.

### *Group Project:*
Detailed information will be provided during class. Each group will submit report of hospitality industry and make a 15- minute presentation describing their trends and forecasts followed by 5-minute Q &A.

### *Moment of Truth Experience Report:*
- You have to choose one of three places: Hotel, Restaurant, and Major Event
- This on-site experience is done individually and require between one and four hours on site
- The visit will result in a written summary report of the experience for grade
- Detailed information and procedures will be provided

### *Individual Assignment (Industry News Presentation):*
- A presenter will introduce a current event or interesting news related to the chapter of the day in tourism & event industry.
- The sources (Interview, Internet Information, Textbooks, Articles, Media, and so on) should be addressed in the reference part.
- Then the presenter will lead a discussion based on the question in the selected material.
- Introduce a discussion topic and generate discussion among audiences
- Summarize discussion and share your suggestions or thoughts with audiences
- The presentation should last about 5-10 minutes!

### *Quizzes:*
The quizzes will be given at any time during class. The purpose of the quizzes is to check your preparation of class and your understanding of class. The quizzes will be graded but the worst score will be dropped (will not be used in calculating your final quiz grade). There will be NO makeup quizzes.

### *Course Materials:*
Here is a brief list of some Internet resources you may find useful for your individual assignment and group project:
- Hotel World Network (HMM): www.hotelworldnetwork.com
- Hotel Business: www.hotelbusiness.com
- Hospitality Publications: www.ahlei.org/content.aspx?id=21632
- Hospitality Net: www.hospitalitynet.org/news/index
- Smith Travel Research: www.strglobal.com
- PriceWaterhouseCoopers: www.pwc.com/gx/en/hospitality-leisure/index.jhtml
- National Restaurant Association: www.restaurant.org
- Meetings and Conventions: www.meetings-conventions.com/
- American Gaming Association:www.americangaming.org/industry-resources/

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

### 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 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.

*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 https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/.

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

**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.

**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 August 20, 2023, unless they received an approved exemption.** You should also have uploaded your vaccine documentation to the Health Services Patient Portal by August 20.

**The deadline to receive a booster and upload your documentation is August 20, 2023.**

**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.

**Disability Services:** 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.

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

**Participation and Make-up Work:** 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 (cehdsaa@gmu.edu).

**Technology Requirements:**

- Activities and assignments in CEHD courses regularly use the Blackboard 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.
- 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.

**Course Materials and Student Privacy:**

- All course materials posted to Blackboard or other course site are private; by federal law, any materials that identify specific students (via their name, voice, or image) must not be shared with anyone not enrolled in this class.
- Video recordings of class meetings that include audio or visual information from other students are private and must not be shared.
- Live Video Conference Meetings (e.g. Collaborate or Zoom) that include audio or visual information from other students must be viewed privately and not shared with others in your household.
- Some/All of your CEHD synchronous class meetings may be recorded by your instructor to provide necessary information for students in this class. Recordings will be stored on Blackboard [or another secure site] and will only be accessible to students taking this course during this semester.

**Testing with LockDown Browser:**

CEHD courses may require the use of LockDown Browser and a webcam for online exams. The webcam can be built into your computer (internal webcam) or can be the type of webcam that plugs in with a USB cable (external webcam). Information on installing and using LockDown Browser may be found here.

**You will need the following system requirements for online exams:**

Windows: 10, 8, 7 Mac: OS X 10.10 or higher iOS: 10.0+ (iPad only) Must have a compatible LMS integration Web camera (internal or external) & microphone A reliable internet connection Prior to your first exam, you must install LockDown Browser following the step-bystep instructions linked above.

**To ensure LockDown Browser and the webcam are set up properly, do the following:**

Start LockDown Browser, log into Blackboard and select your course. Locate and select the Help Center button on the LockDown Browser toolbar. Run the Webcam Check and, if necessary, resolve any issues or permissions your computer prompts. Run the System & Network Check. If a problem is indicated, see if a solution is provided in the Knowledge Base. Further troubleshooting is available through the ITS Support Center. Exit the Help Center and locate the practice quiz. Upon completing and submitting the practice quiz, exit LockDown Browser.

**When taking an online exam that requires LockDown Browser and a webcam, remember the following guidelines:**

Ensure you're in a location where you won't be interrupted. Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach. Clear your desk of all external materials not permitted — books, papers, phones, other devices. Before starting the test, know how much time is available for it, and that you've allotted sufficient time to complete it. Remain at your computer for the duration of the test. Make sure that your computer is plugged into a power source, or that battery is fully-charged. If the computer or networking environment is different than what was used previously with the Webcam Check and System & Network Check in LockDown Browser, run the checks again prior to starting the test.

**To produce a good webcam video, do the following:**

Do not wear a baseball cap or hat with a brim that obscures your face. Ensure your computer or tablet is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or any other surface where the device (or you) are likely to move. If using a built-in (internal) webcam,

avoid tilting the screen after the webcam setup is complete. Take the exam in a well-lit room and avoid backlighting, such as sitting with your back to a window. Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

**Class Schedule**

| WEEK | DATE | TOPIC | READING |
|:---:|:---:|:---|:---:|
| **1** | Aug. 21 | Introduction – Syllabus Review, Team Selection | |
| | Aug. 23 | Hospitality Industry Overview | Chapter 1 |
| **2** | Aug. 28 | Tourism Industry Overview | Chapter 9 |
| | Aug. 30 | Tourism Industry Overview | Chapter 9 |
| **3** | Sep. 4 | **Labor Day** | |
| | Sep. 6 | Lodging Industry | Chapter 2 |
| **4** | Sep. 11 | Lodging – Room Division Operations | Chapter 3 |
| | Sep. 13 | Lodging Industry | |
| **5** | Sep. 18 | Lodging Industry – Food & Beverage and various topics | Chapter 4 |
| | Sep. 20 | **Individual Project Presentation** | |
| **6** | Sep. 25 | **Mid-term Exam Review Session** | |
| | Sep. 27 | **Mid-term Exam** | |
| **7** | Oct. 2 | Cost control in hospitality industry | |
| | Oct. 4 | Cost control in hospitality industry | |
| **8** | Oct. 10 | **Individual Project Presentation** | |
| | Oct. 11 | **Group Project Work Session – Interim Report (Presentation)** | |
| **9** | Oct. 16 | Restaurant Industry – The Restaurant Business | Chapter 6 |
| | Oct. 18 | Restaurant Industry – Restaurant operation | Chapter 7 |
| **10** | Oct. 23 | Restaurant industry | |
| | Oct. 25 | Menu Engineering | |
| **11** | Oct. 30 | Gaming Industry | Chapter 11 |
| | Nov. 1 | **Individual Project Presentation** | |
| **12** | Nov. 6 | Meeting and Convention | Chapter 12 |
| | Nov. 8 | Hospitality Service Marketing | Chapter 8 |
| **13** | Nov. 13 | Consumer Behavior & Psychology | |
| | Nov. 15 | **Group Project Work Session & Final Exam Review** | |
| **14** | Nov. 21 | Special Topic | |
| | Nov. 23 | **Thanksgiving break** | |
| **15** | Nov. 28 | **Group Project Presentation 1** | |
| | Nov. 30 | **Group Project Presentation 2** | |
| **16** | Dec. 6 | **Final Exam** | |

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

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