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

TOUR 330. Section 001. CRN: 23597 – Resort Management
3 Credits, Spring 2024
Asynchronous Online

Faculty
Name: Professor Elizabeth Allen
Office Hours: By Appointment
Office Location: Virtual
Office Phone: (703)-200-9943)
Email Address: eallen21@gmu.edu

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 an asynchronous format. The class format will combine reading, presentations, and other learning tools. The class will be interactive and require every student to be engaged in discussions 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 is an Honor Code university; please see the Office for Academic Integrity for a full description of the code and the honor committee process. Three fundamental principles to follow at all times are that: (1) all work submitted be your own, as defined by the assignment; (2) when you use the work, the words, or the ideas of others, including fellow students or online sites, you give full credit through accurate citations; and (3) if you are uncertain about the ground rules on

a particular assignment or exam, ask for clarification. No grade is important enough to justify academic misconduct.

Generative-AI addendum, baseline: Use of Generative-AI tools should follow the fundamental principles of the Honor Code.

Generative-AI addendum, expanded: Use of Generative-AI tools should be used following the fundamental principles of the Honor Code. This includes being honest about the use of these tools for submitted work and including citations when using the work of others, whether individual people or Generative-AI tools.

AI use in TOUR 330: This course allows for **"Some AI Use"**, as listed below in the university guidelines. Students are **ONLY** allowed to use AI generated software on assignments which highlighted in <mark>Green.</mark> Any other assignments found using AI, that are otherwise indicated, <u>will be considered a violation of the George Mason University Honor Code</u>

Course Policy on Generated AI	Core Policy Language	Transparency about policy enforcement	Potential Expansion	Discipline and course specific addendum
<mark>Some use</mark>	When explicitly stated by the instructor, Generative AI tools are allowed on the named assignment. Students will be directed if and when citation or statement-of-usage direction is required. Use of these tools on any assignment not specified will be considered a violation of the academic integrity policy. All academic integrity violations will be reported to the office of Academic Integrity	Some student work may be analyzed using an originality detection tool focused on AI tools. Generative AI detection tool use will be revealed when the assignment directions are provided to students	Use of Generative AI tools will sometimes be in alignment with the learning outcomes for this course; when meeting the outcome requires original human action, creativity or knowledge, AI tool use would not align with the stated course goals	There will be times in HTM field that use of AI tools will be needed for you to do well at the job and there will be times where you will need to be able to do the work without support from these tools. This course aims to provide you with experience in the real-world scenarios that you may encounter once you leave the university

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 & Course Materials

Simulations
This course will require three of the assignments to be in the form of simulations. Click on this **LINK** below to register and complete the simulations. The cost to be covered by the department. The course Key access code is **FJ6FG8**

Textbook
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.

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.) 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 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% engagement with assignments and class discussion boards. All weekly assignments must be turned in regularly in a timely manner. 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 January 16-January 21	**Lesson 1a:** Introduction Resort Concept History	• Read Chapters 1 and 2 • Review ppt • Individual Introductions via discussion board post
Week 2 January 22-January 28	**Lesson 1b:** Survey: Historic Properties	• History Assignment #1 due 2/4 via BB
Week 3 January 29-February 4	**Lesson 2:** Planning and Development I	• Review week 3 learning materials • Continue working on History Assignment 1 due 2/4 and Assignment 2 San Rufus due 2/11
Week 4 February 5-February 11	**Lesson 2.1** Planning and Development II	• Review week 4 learning materials • Turn in Assignment 2 by 11:59pm on 2/11
Week 5 February 12-February 18	**Lesson 3:** Niche Resorts I	• Assignment 3 Bubble Diagram due 3/3 • Assignment 4 Niche Resorts due 2/18
Week 6 February 19-February 25	**Lesson 4:** Organization Facilities and Activities	• Review week 6 learning materials • Assignment 5 Flyer due 2/25

Week 7 February 26-March 3	**Mid Term Exam**	• Take the Mid-Term Exam on February 26, 2024 • Assignment 3 Bubble Diagram due 3/3
Week 8 March 4-March 10	**No Class**	• Spring break **NO CLASS** this week
Week 9 March 11-March 17	**Lesson 7:** Front of House Management & Human Resources	• Review Chapters 7 & 8 + week 9 learning materials • Group Sales simulation Assignment 6-**Knowladge Matters**** • Discussion Post-Participation
Week 10 March 18-March 24	**Lesson 8:** Survey: Niche Resorts II	• Assignment 7 HR- due 3/24 • Read Chapter 9 • Review Topic Paper Prompt (Due 4/7)
Week 11 March 25-March 31	**Lesson 9a:** Heart of House Management I	• Operations Housekeeping Simulation Assignment 8 due 3/31
Week 12 April 1-April 7	**Lesson 10:** Guest Services (Recreation)	• Guest Services Social Media Simulation Assignment 9 due 4/7 • Topic Paper Due 4/7
Week 13 April 8-April 14	**Lesson 9b:** Heart of House Management II	• Read Chapter 10 • Review Final Project prompt • Work on Final Projects
Week 14 April 15-April 21	**No Class**	• Work on Final Projects
Week 15 April 22-April 28	**Final Project Due** **Final Presentations**	• Final Projects due by April 28
Week 16 April 29-May 5	**Final Week Wrap Up**	• Reflection on the semester discussion post Assignment 10 on BB due by May 5 • 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/ http://oai.gmu.edu/the-mason-honor-code/).

- 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.