

**George Mason University**  
**College of Education and Human Development**  
**Tourism and Events Management**

Tour 301 – Section 001 – Hotel Management  
3 Credits, Spring 2024  
Online (Asynchronous)

**Faculty**

Name: Kristen Robertson  
Office Hours: By Appointment  
Office Phone: Please use email  
Email Address: krober3@gmu.edu

**Prerequisites/Corequisites**

Tour 230

**University Catalog Course Description**

Explores interrelated systems in hotel management. Including front desk, reservations, housekeeping, food/beverage, telecommunications, guest services and security. Reviews and segments hotel products and associated management challenges.

**Course Overview**

The learning experiences in the course will be through weekly learning modules, weekly discussion assignments, readings, and video material. This course will be valuable to you if you actively participate by reading, thinking and joining class discussion board activities.

The following requirements reflect the demands of the course. Students will be expected to respect the following policies:

- Official e-mail communications from the instructor will be sent to the students GMU assigned email. Students are responsible for checking their email inbox and to ensure there is room to receive incoming correspondence.
- Students will abide by the Mason Honor Code, guided by the spirit of academic integrity.
- There will be in make-up assignments given without a valid university excuse. The instructor should be notified 24 hours in advance. The excuse must be written and documented.

**Course Delivery Method**

This course will be delivered online (76% or more) using an 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 or before Monday, January 22 at 9am.

**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 standard up-to-date browsers. To get a list of Blackboard's supported browsers see: [https://help.blackboard.com/Learn/Student/Ultra/Getting\\_Started/Browser\\_Support](https://help.blackboard.com/Learn/Student/Ultra/Getting_Started/Browser_Support)
- 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 will need a headset microphone for use with the Blackboard Collaborate web conferencing tool. [Delete this sentence if not applicable.]
- 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://support.microsoft.com/en-us/help/14209/get-windows-media-player>
  - Apple Quick Time Player: [www.apple.com/quicktime/download/](http://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 Sunday. The instructor will not be available on the weekend.
- 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 2 times per week.
- 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. The meetings with instructor can be arranged 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:

Upon completion, students will have an understanding of the basic functions of hotel operating departments and the definition of common terms and concepts used within the industry, as well as exposure to recent trends in the hotel business as seen by local hotel leaders.

This course is designed to enable students to do the following:

1. Provide exposure to the various leadership needs within the lodging industry.
2. Demonstrate an understanding of communication skills.
3. Articulate Goal Setting, Coaching, and Conflict-Management Skills.
4. Understand what it is to be a High Performing Team.
5. Prepare for the Changing Nature on Leadership and Management.
6. Develop a Strategic Career Plan.

## Required Texts

Leadership and Management in the Hospitality Industry, Third Edition; Orlando, FL: American Hotel and Lodging Education Institute

## Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor.

- **Assignments and/or Examinations**

### Weekly Learning Activities

Each weekly learning module includes a range of learning activities, including forms of discussion board prompts and case studies. Chapter quizzes based on material covered each week must be taken on the designated date and time. Only pre-approved documented absences will be considered for a make up. Late submission will incur penalties, potentially resulting in a grade deduction of up to 50%.

### Final Exam

Questions based on material in the textbook and will cover additional content that was covered in classes. Test questions will be multiple choice. Must be taken on the designated date and time. Only pre-approved documented absences will be considered for a make up.

- **Grading**

The course will be graded on a percentage system with a total of 100 possible percentage points.

<b>Grade</b>	<b>Total Score (%)</b>	<b>Grade</b>	<b>Total Score %</b>
A+	97.0-100%	C+	77.0-79.9%
A	94.0-96.9%	C	74.0-76.9%
A-	90.0-93.9%	C-	70.0-73.9%
B+	87.0-89.9%	D	60.0-69.9%
B	84.0-86.9%	F	0 – 59.9%
B-	80.0-83.9%		

### Evaluation Weighting

<b>Activity</b>	<b>Percentage</b>
Discussion Board	20%
Case Studies/Video Reviews	20%
Quizzes	30%
Final Exam	30%
<b>Total</b>	<b>100%</b>

## Professional Dispositions

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

See <https://cehd.gmu.edu/students/policies-procedures/>

## Class Schedule

Week	Date		Topic	Readings/Assignments
1	January 22 – 28	Syllabus	Review Syllabus/Class expectations/Resume/Cover Letter	Check Blackboard for specific assignments
2	January 29 – February 4	Chapter 1	Managing Organization Change	Check Blackboard for specific assignments
3	February 5 – 11	Chapter 2	The Changing Nature of Leadership and Management	Check Blackboard for specific assignments
4	February 12 – 18	Chapter 3	The Quest for Quality	Check Blackboard for specific assignments
5	February 19 – 25	Chapter 4	Continuous Improvement – Process and Tools	Check Blackboard for specific assignments
6	February 26 – March 3	Chapter 5	Power and Empowerment	Check Blackboard for specific assignments
7	March 4 – 10	Chapter 6	Communication Skills	Check Blackboard for specific assignments
8	March 11		Spring Break	
9	March 18 – 24	Chapter 7	Goal Setting, Coaching, and Conflict-Management Skills	Check Blackboard for specific assignments
10	March 25 – 31	Chapter 8	High – Performance Teams	Check Blackboard for specific assignments
11	April 1 – 7	Chapter 9	The Challenge of Diversity	Check Blackboard for specific assignments
12	April 8 – 14	Chapter 10	Strategic Career Planning	Check Blackboard for specific assignments
13	April 15 - 21	Chapter 11	A Look at Ethics	Check Blackboard for specific assignments
14	April 22		Final Exam	Check Blackboard for specific assignments

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 <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 VIA should be directed to [viahelp@gmu.edu](mailto:viahelp@gmu.edu) or <https://cehd.gmu.edu/aero/assessments>. 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](mailto:titleix@gmu.edu).

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