

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 230—Introduction to Hospitality Management
Fall 2010

DAY/TIME: Mondays & Wednesdays
1:30 pm-2:45 pm

LOCATION: Robinson B 228

PROFESSOR: Seungwon “Shawn” Lee, Ph.D.

OFFICE: Prince Williams campus, Bull Run Hall #210B

OFFICE HOURS: Mondays 3:30pm – 5:00 pm (FX campus, RAC, #2109)
Thursdays 12:00 pm – 1:30pm (PW campus, Bull Run Hall, #210B)
Other times by appointment

PHONE: 703-993-9915

FAX: 703-993-2025

EMAIL: slz@gmu.edu

PREREQUISITES

None

REQUIRED TEXTBOOK

Walker, John R. (2008). *Introduction to Hospitality*, (5th Edition). Pearson, Prentice Hall.

COURSE 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 OBJECTIVES

On completion of this course students should be able to appreciate the fundamentals of the hospitality industry. In particular:

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.
5. Develop interest in the hospitality industry.

COURSE OVERVIEW

The hospitality industry is the largest and fastest growing industry in the world. The industry is a diverse group of businesses, including those focusing on the provision of travel services, lodging and accommodations, restaurants and food services, assembly and event management, and recreation. A critical challenge of hospitality management is to provide quality products and services that coordinate these various areas. This challenge is complicated by two factors: (1) the intangible nature of hospitality experience and satisfaction and (2) the inherent perishability of the hospitality product. This course

examines hospitality management practices as affected by these factors.

Industry professionals and opportunities are introduced to the student. The class will consist primarily of industry and university professionals giving students an overview of the industry. Book chapters will be discussed in class and the additional material that is chosen by the instructor.

The semester's schedule is primarily based on the contents of the textbook. However, most of the book will be left for the students to read. Classes will enhance the material presented in the book and provide an industry perspective from an industry professional, whenever possible. To take advantage of this learning environment it is mandatory that you read the assigned textbook chapters before you come to class. It is only in this way will you be able to ask appropriate questions and receive the full value of the class. Except for the syllabus, hard copies of materials will not be provided by the instructor. All handouts will be posted to Blackboard under "Course Documents." Announcements will be made on blackboard and by email.

EVALUATION

	Point Value	Percent of Grade
Exams (2 @ 100 points each)	200	50
Final report & Oral presentation (Trends in the hospitality Industry)	150	37.5
Class Attendance and participation	50	12.5
Total	400	100%

Students are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all requirements.

Examinations

Examinations in class will include a midterm and final and they will be conducted on the scheduled date only.

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note.

Final Report

A group of 3 students will select one area of hospitality industry and track news and trends throughout the semester. The final report will include all findings and an individual forecast of the selected area. The details (length and format) will be further discussed in the class.

Each group will be given 15 (including Q&A) minutes to present their final project. Detailed grading matrix will be given later of this semester.

Attendance

Each absence that is not excused will reduce 5 points from the attendance score of 50. If a student misses more than 10 classes, additional 10 points per each additional absence will be deducted from the final score of course without limit. Attendance check will be done at the beginning of class.

- Excuses to miss a class will be considered only when a family or health emergency occurs and only that is documented.
- Leaving class with special occasion should be notified to your instructor prior to the beginning of class that you will be leaving early. Attendance credit will be given based on the length of hours stayed in a class.

It will be the student's responsibility to sign in on attendance sheets for each class.

Be sure to let your instructors know, if you came in late so that you will not be counted as absent.

Final grade is determined by percentage of total points:

Total score (Percent of Total Point)	Grade
400-376 (100%-94%)	A
375- 360 (93%-90%)	A-
359- 348 (89%-87%)	B+
347- 332 (86%-83%)	B
331-320 (82%-80%)	B-
319-308 (79%-77%)	C+
307- 292 (76%-73%)	C
291-280 (72%-70%)	C-
279- 268 (69%-67%)	D+
267- 252 (66%-63%)	D
Below 252 (63%)	F

TENTATIVE COURSE SCHEDULE

The following schedule is **tentative**.

*Due to the nature of speakers' schedules, they may be deleted from the schedule or added as industry professionals come to campus.

Week	Date	Topic / Speaker	Chapter
1	08/30	Welcome!!! Class orientation	1
	09/01	Travel/Tourism/Hospitality 1	
2	09/06	LABOR DAY (meet on 9/7) Travel/Tourism/Hospitality 2	2
	09/08	Group project date 1	
3	09/13	Hotel/ Lodging 1	4
	09/15	NO CLASS	
4	09/20	Hotel/ Lodging 2	3, 5
	09/22	On-site visit: Mandarin Oriental Washington DC Hotel	
5	09/27	Hotel/ Lodging 3	12, 13
	09/29	Catering	
6	10/4	Meeting, convention and Expo	
	10/6	Special Event Industry	
7	10/11	No Class (Columbus day)	
	10/13	Midterm Exam	
8	10/18	Hospitality Management Technology 1	
	10/20	Hospitality Management Technology 2	
9	10/25	Restaurants industry 1 Guest Speaker: Vice President of Operation, Ledo Pizza Restaurant	6,7,8,9
	10/27	Restaurants industry 2	
10	11/1	Group project date 2	14,15,16, 17
	11/3	Managed Foodservice, Beverages	
11	11/8	Gaming/Casino industry	10, 11
	11/10	Hospitality Sales and Marketing	
12	11/15	Human Resource management	10
	11/17	Accounting, Finance	
13	11/22	Resort Management	
	11/24	NO CLASS (THANKSGIVING DAY)	
14	11/29	Recreation, Theme Parks Guest speaker: Tim Bugas Vice President of Sales, Hershey Park & Entertainment (Tentative)	
	12/1	Oral presentation 1	
15	12/06	Oral presentation 2	
	12/08	Review	
16	12/15	Final Exam 1:30 pm – 4:15 pm	

Note: Faculty reserves the right to alter the schedule as necessary.



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ Counseling and Psychological Services (CAPS) provides a wide range of services to students, faculty, and staff. Services are provided by a staff of professional counseling and clinical psychologists, social workers, and counselors. The Center provides individual and group counseling, workshops and outreach programs -- experiences to enhance a student's personal experience and academic performance
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ All official, course-related e-mail correspondence must be communicated through GMU e-mail accounts.
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>