



TOUR 330

Resort Management

Fall Semester 2011

Day/Time: Tues, Thurs, 9:00 -10:15 a.m. (August 29 – December 8)
Location: PW OB 302
Professor: Dr. Russ Brayley
Office Location: 208 Bull Run Hall
Office Hours: Tues & Thurs, 1:00 - 3:30 p.m. and other times by appointment.
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PREREQUISITES

TOUR 200 and TOUR 220 (Prerequisite enforced by registration system)

COURSE DESCRIPTION

Surveys effective practices in the management of resort recreation enterprises. Examines basic resort operations including front desk, food and beverages, 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 OBJECTIVES

This course examines all aspects of resort operations, with 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.

At the completion of this course students should 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.

EVALUATION

Requirements

1. Unit Tests (100 points)
2. Midterm Exam (125 points) [Scheduled for Tuesday, October 4 at 9:00 a.m.]
3. Assignments (100 points)
4. Final Project (150 points) [Due by Wednesday, December 14 at 4:30 p.m.]
5. Professionalism [see rubric] (25 points)

Grading Scale

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

- 480 -500+ A+
- 465 to 479= A
- 450 to 464= A-
- 430 to 449= B+
- 415 to 429= B
- 400 to 414= B-
- 370 to 399= C+
- 350 to 369= C
- 300 to 349= D
- 299 and below = F

ASSIGNMENTS:

Submitted assignments must be original work and are to be submitted on-time and in the prescribed format. Each assignment is e-mailed in advance and includes an evaluation rubric as an attachment. The rubric is to be printed and attached to the submitted assignment.

Assignments may include:

1. A 'fact-finding' survey of selected resort types
2. A facility design guide
3. A comparative site analysis
4. A market distribution chart
5. An activity plan
6. A marketing piece
7. An issue discussion
8. A trends analysis
9. A site visit report
10. A job search / Career plan

The evaluation rubric for each assignment outlines the criteria against which that assignment will be evaluated. Generally, these criteria include on-time submission, appropriate format, professional presentation, originality, and the inclusion of all elements of the assigned task.

COURSE OUTLINE / SCHEDULE

- I. Resorts: An Introduction (week 1)
- II. The Resort Guest (week 2)
- III. Recreational Amenities (week 3)
- IV. Design Principles (weeks 4 & 5)
- V. Resort Types: A Survey (weeks 6-10)

- VI. Marketing the Resort Experience (week 11)
- VII. Resort Operations (weeks 12-13)
- VIII. Resort Economics (week 14)
- IX. Programming (week 13)
- X. Spas and Health Resorts (week 11)
- XI. The Future of Resorts / Issues (week 15)
- XII. Careers in Resort Recreation Management (week 15)

IMPORTANT DATES

Tuesday, August 30	First day of class (9:00 a.m.)
Tuesday, October 4	Mid-term exam (9:00 a.m.)
Tuesday, October 11	No class meeting (Columbus Day recess)
Thursday, November 24	No class meeting (Thanksgiving recess)
Thursday, December 8	Last class meeting
Wednesday, December 14	Final examination (by 4:30 p.m.)

CLASS POLICIES AND ADDITIONAL INFORMATION

1. Turn off or silence all sound emitting devices before entering the classroom. Text messaging during class is considered unprofessional and inappropriate.
2. Attendance and participation are key elements to a successful learning experience. Beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue an 'F' grade if, after written warning, the student's absence or tardiness continues at a level that constitutes 'non-participation'.
3. Unless otherwise stipulated, assignments are due at the beginning of the class period (9:00 a.m.) on the date it is due. Assignments submitted later that day (but earlier than 4:30 p.m.) will be eligible for no more than 80% of the grading point value of the assignment. Assignments will not be accepted after 4:30 p.m. on the due date. Excused absence does not necessarily change submission deadlines, but may be considered in negotiating an appropriate accommodation (if necessary). Opportunities to complete exams or submit assignments on other than scheduled or due dates/times, or to participate in other learning activities or receive tutoring necessitated by absence from class will only be provided if the absence is excused by the instructor.
4. Unless required due to documented disability, laptop computers may NOT be used or turned on during class meetings. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited.
5. Students who require special accommodations due to disabilities (documented by the Office of Disability Services [<http://www2.gmu.edu/depts/unilife/ods/>]), or student athletes and student government officers who have duties that occasionally conflict with the class schedule must formally bring this to the attention of the instructor during the first week of the semester.
6. Be advised that the George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].

7. The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].

8. All assignments must be typed and presented in a professional format. Electronic versions of assignments will only be accepted when that form is specifically requested by the instructor or approved in advance of the submission deadline.

9. Students are encouraged to discuss class or content issues with Dr. Brayley in person. A telephone conversation is the second most preferred way to deal with questions or discuss issues. All e-mail inquiries will be answered but appropriate time should be allowed for the e-mail to be received and a response formulated. Tutorial discussions will not be conducted using e-mail.

8. Official e-mail communications from the instructor will be sent to students' GMU-assigned e-mail addresses. Students are responsible to check their e-mail inbox and to ensure that there is room to receive incoming correspondence.

9. 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.

10. Students must arrive on-time for the mid-term exam. Admission to the exam will not be granted later than 15 minutes after the exam begins.

11. The George Mason University Honor Code [<http://academicintegrity.gmu.edu/honorcode/>] applies to all aspects of this class. Students should be particularly attentive to University policies regarding plagiarism. Unless otherwise permitted, all assignments and elements thereof must be original and/or properly cited.

Rubric for Evaluation Student Professionalism (TOUR 330)

Your professional conduct will be evaluated using the criteria described and discussed in the booklet "The Spirit of Professionalism". Specifically, the following will be considered:

1. Accountability and Responsibility

- Student accepts responsibility for shortcomings or failings
- Student demonstrates desire to learn from mistakes
- Student shows appropriate concern for the impact of his/her work on others in a work group

2. Punctuality and Dependability

- Student is seated and ready to take notes and participate in class discussion at 9:00 a.m.
- Student submits assignments on time or early, and has developed contingency plans for possible delays.
- Student attends all class meetings
- Student does not engage in conduct that wastes other students' time

3. Dress and Appearance

- Student is clean and well groomed
- Student is modest in dress

4. Language and Communication

- Student refrains from using profanity
- Student demonstrates attentiveness to clear and concise written and verbal communication

5. Courtesy and Respect

- Student follows appropriate classroom etiquette
- Student demonstrates appropriate deference to guests and other in positions of authority
- Student regularly practices normal social graces

6. Honest Evaluation

- Student accepts honest and fair criticism as constructive feedback
- Student uses evaluation as a step to improvement
- Student provides honest, fair, and helpful feedback to others

7. Integrity

- Student is honest
- Student takes credit only for his/her original work, and gives credit to the work of others
- Student does not hide behind excuses or rationalizations
- Student does not encourage or tolerate dishonesty in other class members