

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 230—Introduction to Hospitality Management (3)
Fall 2011

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Office Hours:	Wednesday, 1:00 - 3:00 pm	Office:	Bull Run Hall 202
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Day/time:	Tuesday & Thursday, 3:00 - 4:10 pm	Location:	Science Technology I 120
Text:	Walker, John R. (2008). <i>Introduction to Hospitality</i> , (5 th Edition). Pearson, Prentice Hall.		
Prerequisites:	None		

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:

- 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.

STUDENT RESPONSIBILITIES:

- a. Students are responsible for attending all classes, taking notes, and obtaining other materials provided by the instructor, taking tests, and completing assignments as scheduled by the instructor.
- b. Students are responsible for keeping track of changes in the course syllabus made by the instructor throughout the semester.
- c. Students are responsible for monitoring their grades.
- d. Students must contact the instructor as soon as possible if they anticipate missing multiple classes due to events such as chronic illnesses, travel related to team sports, or other university activities. The instructor will determine the minimal attendance and participation required in order to meet course responsibilities.
- e. Behaviors that disrupt other students' learning are not acceptable (e.g., arriving consistently late for class; cell phone use, reading non-course related materials, eating during class, or social conversation during class).

EXAM POLICY:

The only acceptable reasons for missing an exam are:

- a. Severe illness or accident – This must be verified by the University Health Center or the attending physician.
- b. Severe illness or death in the immediate family that requires the student to be at home at the time of exam. A written statement from the attending physician is required.

The course instructor must be notified of the reason for missing an exam at least seven days prior to the start of the exam. Make-up exams are essay and given at the discretion of the instructor.

COURSE CONDUCT:

Class will be a combination of instructor lectures, interactive class discussions, and in-class activities. You will be required to complete assigned readings prior to class sessions during which those readings are examined. *Assignments are due in class at the beginning of class of the specified due date, unless they are submitted to the drop-boxes on Blackboard.*

CLASS ATTENDANCE AND 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. *5 points of the 15 percentage points for attendance will be lost for each day missed. Each missing class will result in the drop of one letter grade after your loss of all 15% points of your attendance grade. That is, six absences will result in a failing grade.*

Participation in class discussion is very important. 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 participation 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. When I am leading case discussions, I may “cold call.” Please be prepared for this. Keep in mind that if you aren’t in class, you aren’t participating.

LATE WORK:

My experience with teaching university students suggests that, on average, 10 to 15 percent of the class will attempt to turn in assignments later than the time specified. Many reasons are given for late work (e.g., flat tires, printer problems, illness, oversleeping, etc.). No matter what the reason, the bottom line is that either (a) the work was completed and turned in when required or (b) the assignment was not completed and turned in when required.

Assignments are due in class at the beginning of class on the specified due date. There is **NO PROVISION** for late work on any assignment. I strongly suggest that you plan and schedule your work early (and not wait until the “last minute”). Late submissions are **NOT ACCEPTED**. Partial credit will **NOT** be given for late work.

EVALUATION:

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

Grade	Percentage	Grade	Percentage
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	Below 60
B-	80.0 – 83.9		

COURSE REQUIREMENTS:

Activity	Times	Point	Percentage
Attendance and Participation	5% lost for each day missed; six absences result in a failing grade.		15%
Exams	2	100 / exam	45%
* Group Project	2	50 / project	20%
* Individual Project	2	15 or 35 / Project	15%
** In-class Quizzes	5	10 / Quiz	5%
Total			100%

* The instructor will give more details and guideline for the group and individual projects at the beginning of the semester.

** The quizzes will be given at any time during class. The purpose of the quizzes is to check your preparation of class (if given at the beginning of class) and your understanding of class (if given at the end 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.

TENTATIVE COURSE SCHEDULE

WEEK	DATE	TOPIC	Chapter Reading
1	08/30	Introduction – Syllabus Review	
	09/01	Hospitality Industry	1
2	09/06	Tourism Industry	2
	09/08	Group Project Work Session 1	
3	09/13	Lodging – The Hotel Business	3
	09/15	Lodging – Rooms Division Operations	4
4	09/20	Lodging – Food and Beverage Operations	5
	09/22	Lodging Management Technology	
5	09/27	Restaurant Industry – The Restaurant Business	6
	09/29	Restaurant Industry – Restaurant Operations	7
6	10/4	Restaurant Industry – Managed Services	8
	10/6	Restaurant Management Technology	
7	10/11	Group Project Work Session 2	
	10/13	No Class [Columbus Day]	
8	10/18	Mid-term Exam	1 ~ 8
	10/20	Recreation, Theme Parks, and Clubs	10
9	10/25	Gaming/Casino Industry	11
	10/27	Meetings, Conventions, and Expositions	12
10	11/1	Special Events	13
	11/3	Industry Interview Report & Presentation I	
11	11/8	Industry Interview Report & Presentation II	
	11/10	Leadership and Management	14
12	11/15	Hospitality Marketing	15
	11/17	e-Business in the Hospitality Industry	
13	11/22	Human Resources Management	16
	11/24	No Class (Thanksgiving Day)	
14	11/29	Accounting, Finance, and Cost Control	17
	12/1	The Trip of My Dream Report & Presentation I	
15	12/6	The Trip of My Dream Report & Presentation II	
	12/8	Final Exam Review	
16	TBA	Final Exam	

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

Individual Project 1 (15 Points): Bibliography, due Sep 6.

This project is in class assignment but also needs to be posted to Blackboard.

Please share the following with the class:

1. Your major
2. Other colleges you have attended, if applicable.
3. Your career goals
4. Why you chose this class
5. Your favorite fun things to do and what is your favorite ice cream.

I would like you to post a photo of yourself to your Blackboard profile. If you'd rather not post at all this is entirely voluntary.

You need to read everyone's bio and responses. Remember this is the only way you are going to know who is in this class. We feel that getting to know each other is so important to the success of this class. As in all the assignments, please include your name in the subject.

Individual Project 2 (35 Points): Service Encounter Journal, due TBA

We all have a number of such encounters throughout the semester, including (but not limited to) restaurants, hotels, airlines, travel agencies, cruises etc. Students are to keep a "journal" of their service encounter experiences. The purpose of the journal is to make students more aware of sources of customer satisfaction and dissatisfaction with services.

The student is asked to complete five journal entry forms describing *recent* service encounters you have experienced (i.e., those occurring during this semester). (*Service encounters occurring more than three weeks before the start of the semester may NOT be used without prior instructor approval.*) One blank copy of a journal entry form is attached to the back of this handout – Appendix I; an electronic version of this form can also be found on the course web site. Each entry will correspond to one service encounter that you have during the semester. Your journal may be written (if you have neat, clear, legible handwriting) or typed. (If you desire, you can use your favorite word processor to set up a file with the questions from the entry form. You can then enter descriptions of the service encounters as you experience them.) Be sure to *completely* answer the questions on the journal entry form. If you make copies of the form and need more room to answer the questions, you may write on the back of the entry form or attach a page to the form. Your inclusion of the important details of the service encounter will help you in writing your service encounter paper.

Try to record an assortment of types of encounters from a variety of service industries (i.e., do not do all restaurants) as well as some that you find particularly **satisfying** and some that are very **dissatisfying**. The best way to complete your journal is to fill a form out *immediately* following a particular incident. If you try to do your entries from memory, or do too many at one time, the quality of the entries will suffer.

Group Project 1 (50 Points): Industry Interviews, due TBA

This project must be done in groups of 2-3 students (each student must be present at all interviews). You will have the opportunity to meet with professionals to learn about their specific careers and businesses.

1. Choose 3 different industry professionals to interview. You might select a travel profession, a special events planner, cruise ship professional, restaurant Chef or manager or any other hospitality professional; the people you interview must be owners or managers.
2. You are required to set up and conduct a 30-minute (or more) with a professional from your chosen businesses. This requires advance planning; hospitality professionals are very busy folks!
3. Prepare a list of specific questions about the individuals' careers before meeting. Questions should cover all aspects of her/his job, including, but not limited to:
 - (1) Educational background
 - (2) Work history
 - (3) Functions of all staff members (if large organization, management structure is fine)
 - (4) Daily/weekly/monthly/annual duties
 - (5) Career ladder

Your final report includes the following:

- (a) An organization chart of business
 - (b) A list of the questions asked
 - (c) A business card from each of the people interviewed
 - (d) Copies of the thank you note/letter and stamped envelope sent to interviewees following the interview
 - (e) A one-page paper discussing what you learned about the individual, their background/work history, the position, and business. Lastly, could you see yourself in this position
 - (f) Each person in the group must submit a one-page paper
4. Each group (or individual) will present their interviews in class. The presentation will be a brief summary of the most important facts about the people you interviewed. If possible, use PowerPoint for your presentation.

**Please be sure to dress professionally for the interview and arrive on time; remember first impressions are lasting...*

Group Project 2 (50 Points): The Trip of My Dreams, due TBA.

Your final assignment brings together the topics we have covered in class: tourism, travel, hotels, restaurants, food, beverages and the cultural context of our industry. Imagine the trip you would take if money and time were not an issue. In this project, you will research the place you'd visit, and the variety of options available (i.e., cost, places to stay, place to eat, local transport, customs, *etc.*). You must also add a bibliography and cite all sources used.

You may work in groups of 2-3 students if you like. The purpose of this project is to make you familiar with various hospitality businesses and the complexity of a small group visiting a destination.

Directions:

Plan a trip for a tour of 25 people or more to any destination of your choice. However, you may not choose a destination you have visited. Describe how the group will get there, where they will stay (accommodations), what they will see when they are there, how they will get around once they arrive (ground transportation), where they will eat and more. You must describe the hotels, restaurants and sightseeing venues. Each group will post their paper and PowerPoint to Blackboard.

Make sure you include each of the following:

1. Description of the trip (why?).
2. Background of individuals in the tour group (i.e., demographics, geographic, psychographics, *etc.*).
3. Dates of the tour
4. Air transportation (including actual cost, schedule, *etc.*).
5. Accommodations (describe your hotel, rates, rooms types, *etc.*).
6. Ground transportation
7. Meals: Restaurants with costs; you need to plan one special event like a dinner at a mansion, beach party, *etc.*
8. Daily sightseeing and/or tours including costs, schedules, *etc.*
9. Other activities: your project must include one of the following with schedules, transportation, costs, *etc.*: Sporting (baseball, football, golf, *etc.*); cultural (opera, symphony, plays, museums, *etc.*); educational.
10. Budget: show income & expenses. Show your calculation.
11. Include maps
12. Make a brochure for marketing your trip
13. Personal thoughts about the trip
14. Bibliography

Each group will give a list of teammates and destination to me by **TBA**.

Writing Guidelines

Good writing communicates information or ideas clearly and as briefly as possible to the reader. Good writing also obeys certain rules of grammar, spelling, sentence structure and punctuation. Some tips for better writing include:

- (1) use specific language and the active voice.
- (2) use plain English and simple sentences.
- (3) use topic sentences.
- (4) avoid clichés and slang.
- (5) use correct spelling, grammar, syntax and punctuation. Don't rely on spell check, it could be wrong!
- (6) proofread your work (or have someone review it for you).

Excellent written work: In addition to addressing all aspects of the assignment, excellent written work will demonstrate a high level of awareness of the writer-reader relationship. This can range from subtleties of word choice to bridging all logical gaps necessary to clarify his or her points. Such work will often be particularly persuasive and enjoyable to read. It will contain almost no problems in any of the areas listed above.

Good written work: Address all points of the assignment. It may contain a few mechanical errors, but not enough to slow the reader. It will have no major organizational problems.

Satisfactory written work: Addresses enough aspects of the assignment to show that the writer has mastered the key skills and concepts involved. It may contain errors, but an instructor would judge the writing competency in all areas the list above identifies. The writing does not obscure the writer's meaning.

Unsatisfactory written work: Falls to address one or more aspects of the assignment, or it exhibits mechanical or organizational problems that makes the essay or paper difficult to follow. A paper is unsatisfactory if it falls to convince the reader that the writer has mastered the skills and concepts the assignment intended to test. A paper also is unsatisfactory if its lack of clarity forces the reader to re-read many passages to find the writer's meaning.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University 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 must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

Campus Resources

- 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/>].
- 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/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].



APPENDIX I
Service Journal Entry Form

Name of the firm / organization: _____

Type of service: _____

Date of encounter: _____ Time of encounter: _____

What circumstances led to this encounter?

Exactly what happened to make this a memorable service experience?

How would you rate your level of satisfaction with this service encounter on a scale from 1 to 10, where 1 is extremely dissatisfied and 10 is extremely satisfied?

1 2 3 4 5 6 7 8 9 10

How did this service encounter make you feel?

Why did you feel this way?

In the case of a negative encounter, what could the firm or employee have done to make you more satisfied with the service encounter both during and after the actual service encounter?

How likely is it that you will go back to this service provider again? (1 is extremely unlikely and 10 is extremely likely)

1 2 3 4 5 6 7 8 9 10