

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

**TOUR 301—Hotel Management (3)
Fall 2012**

DAY/TIME:	Wednesday 4:30-7:10pm	LOCATION:	Fairfax Campus, Enterprise Hall, Room 275
PROFESSOR:	Dr. Danielle Dimitrov	EMAIL:	ddimitr2@gmu.edu
OFFICE LOCATION:	Fairfax Campus	PHONE NUMBER:	703-993-2060 (department)
OFFICE HOURS:	By appointment	FAX NUMBER:	703-993-2025

PREREQUISITES:
TOUR 230

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 OBJECTIVES:

At the completion of this course, students should be able to:

- 1) categorize major brands and segments of hotels;
- 2) demonstrate an understanding of hotel property franchising;
- 3) articulate the role of each of the major departments of a hotel;
- 4) calculate fundamental operating statistics related to hotels;
- 5) prepare and explain a room forecast; and
- 6) develop a service blueprint of a typical stay

COURSE OVERVIEW:

Instructional techniques include lectures, readings, class activities, homework assignments, a semester project, and midterm and final examinations.

REQUIRED READINGS:

Hayes, D. K., & Ninemeier, J. D. (2007). *Hotel operations management* (2nd Ed.). Upper Saddle River, NJ: Prentice Hall Publishing.

Publication Manual of the American Psychological Association (6th ed.). (2010). Washington DC: APA.

RECOMMEDED READINGS:

O'Fallon, M. J., & Rutherford, D. G. (2011). *Hotel management and operations* (5th Ed.). Hoboken, NJ: John Wiley and Sons, Inc.

EVALUATION:

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

Item	Brief Description and Due Date	%
Attendance and Participation	Attendance will carry 6% Participation 7% in this category	13
Homework and Short Assignments	Multiple Choice Tests (6%) Vocabulary Quizzes (6%)	12
Mid-term Exam	Closed book exam covering Chapters 1-7 on October 10	25
Presentation	30 min individual in-class presentation See sign-up sheet for dates and topic areas	10
Research Paper Project	Due by mid-night on December 5	15
Final Exam	Closed book Exam covering Chapter 8-15 (excluding Ch. 14) on December 12	25
TOTAL:		100

Note: Faculty reserves the right to change the requirements for these assignments. Assignment types, due dates, and workload are non-negotiable.

ASSIGNMENT DESCRIPTION AND GRADING RUBRICS:

Attendance: Only three absences per semester shall be excused. Please notify instructor in advance if you will miss a class. Attendance will carry 6% of the 13% for this category. Arrivals 15 min after the beginning of the class and early departures (15 and more min. before the class end) will be considered a half absence.

Participation: Participation in this class constitutes 7% of the grade and is strongly required as this will contribute to the content quality of the class as well as to your intellectual benefit from it.

Multiple-choice tests: Multiple Choice Tests are 6% of the grade. They are constructed by the authors of the text-book and will cover only text-book material *on the chapter of the day*. They will be conducted in the last 15-20 minutes of the classes in which they are scheduled. The number of questions for each MCT will be between 15-25 questions (depending on chapter length and content). Each student needs to have 6 graded multiple choice tests (MCT). Absence on a day when a MCT is scheduled will only be excused if a family emergency has occurred, with a doctor's note, or with a request from your work supervisor. Missing a test leads to an F for this MCT and will **NOT** be compensated with another chance to receive a grade unless in the above mentioned circumstances.

Grading Rubric for this category (based on an average of 20 questions):

All answers correct = A+	3 wrong answers = B+	7 wrong answers = C+
1 wrong answer = A	4 wrong answers = B	8 wrong answers = C
2 wrong answers = A-	5-6 wrong answers = B-	9-10 wrong answers = C-
11 wrong answers = D+	16+ wrong answers = F	
12 wrong answers = D		
13-15 wrong answers = D-		

Vocabulary Quizzes: Vocabulary Quizzes comprise 6% of the grade in this class. They will consist of 10 random words and/or phrases from the **Hotel Terminology at Work Glossary** section at the end of each chapter in your required text. Quizzes will be conducted at the beginning of each class *on the chapter of the day* (start time between 4:35 – 4.45 pm, depending on the number of class announcements and questions for the day). Duration of each quiz will be 10-13 min. We may have between 6-9 vocabulary quizzes this semester (only on announced days; please see course schedule)*, but each student is required to submit 6 for grading. You decide which quiz to take and/or submit. All submitted will be graded!

*Professor reserves the right to cancel any of the additional quizzes announced (see course schedule). Students need to plan accordingly.

Grading Rubric:

All correct = A;	Half incorrect = A-;	1 incorrect = B+
2 incorrect = B;	3 incorrect = C+;	4 incorrect = C
5 incorrect = C-;	6 incorrect = D+;	7 incorrect = D; 9+ = F

Presentation: 30 min individual in-class presentation. Use of Power Point is encouraged, other media also welcome: video, role-play, debate, other technology, etc. The broad topic areas are announced in the course schedule as well as on the presentation sign-up sheet, and correspond to the chapter material of the day. Choose your own *topic area of interest* if date slot is available (first come first serve basis on the sign-up sheet). Determine the *exact theme/title** of your presentation at a later time after you have conducted some research and determined your specific interest. *Exact theme* of interest is not equivalent to the Chapter's title and content and should not cover the whole lesson for the day; rather, it should be narrowed down to a more detailed review of an aspect of the daily lesson (not reported in the book) or a different perspective (not reported in the book) and should constitute additional research from popular and academic sources (see the most popular academic journal list in the field attached after the course schedule).

*You may check with the professor in advance to see if your *exact presentation title/theme* is acceptable.

Grading Rubric: Presentations will be graded for: choice of exact theme/title; content corresponding to the chosen title; content providing additional knowledge besides the information presented in the book; sources of research used; confidence and eloquence of presenting; class engagement and discussion facilitation. If one of these requirements is not met, your grade drops with 1 point (e.g., A to B). Creativity of media used is a bonus but not a requirement.

Mid-term Exam: Closed book exam covering Chapters 1-7. A study guide, featuring the exact questions and the material location (in the book or additional lectures, articles, cases, and presentations), shall be provided a week before the exam on BB. From all 7 chapters, 7 questions

will be posted to the class. The exam will consist of **Two Questions determined by the professor** from the study guide. Exam time 2 hours.

Grading Rubric: Cite at least two sources per question (Author's name, year), including the main text, other research articles, and popular readings. Classmates' and guest speaker presentations, including additional material lectured in class are required components of your answers. **Answers solely based on book content will NOT be considered an A work.**

Research Paper Project: Minimum of 7 and a maximum of 10 pages double-spaced text (references and appendix including graphs, tables, pictures are additional to the above requirement and should not total more than another 5 pages) in APA academic style. The Research Paper may be an extension of your presentation theme with the purpose of *expanding* the information provided in class or it may be a different topic from the list of topic areas studied in class. Exact duplication of Research Paper titles is not advisable, but there may be more than one paper from a topic area. Research Papers are due by midnight **on December 5**. No extension will be provided and each day of delay will cost 10% of the grade.

Grading Rubric: You must include at least 3 references from academic journals (see attached list) or books researched from the library or the library's online search engines. Total number of references should not be less than 5 and may include the textbook. Content of paper should correspond to your Paper Title and should not be an exact replica of your or someone else's presentation, but should be a *more academic* compilation and/or extension of the information received in class from lectures, readings, presentations, guest speakers, hotel visits, discussed cases, and additional articles). APA style of writing is crucial and if not followed exactly will discount your grade with one point or 10% (e.g., A to B). The most important aspects from APA that you must follow are: font; line spacing; paragraph length and indenting; paper headings, sub-headings and structure; in-text references provided in the right format; end-page reference list; table and figure format; grammar and spelling; as well as syntax and style of writing (style should be formal, academic, reporting, and never in first person singular or plural – "I, me, we, our", etc.).

Final Exam: Closed book exam covering Chapters 8-15 (with the exception of Chapter 14). A study guide, featuring the exact questions and the material location (in the book or additional lectures, articles, cases, and presentations), shall be provided a week before the exam on BB. From all 7 chapters, 7 questions will be posted to the class. The exam will consist of **Two Questions determined by the professor** from the study guide. Exam time is 2 hours.

Grading Rubric: Cite at least two sources per question (Author's name, year), including the main text, other research articles, and popular readings. Classmates' and guest speaker presentations, including additional material lectured in class are required components of your answers. **Answers solely based on book content will NOT be considered an A work.**

GRADING SCALE:

A+	= 97 – 100	B+	= 87 –89.99	C+	= 77 –79.99	D	= 60 – 69
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A	= 94 – 96.99	B	= 84 –86.99	C	= 74 –76.99	F	= 0 – 59
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A-	= 90 – 93.99	B-	= 80 –83.99	C-	= 70 –73.99
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TENTATIVE COURSE SCHEDULE:

WEEK	DATE	TOPIC	READINGS DUE
1	August 29	Introductions Syllabus and Class Rules Hotel Industry Overview	Syllabus Chapter 1
2	September 5 Off-site class	The General Manager Presentation Topic Area # 1 <i>Guest Speaker and Property Visit</i> <i>Hilton Tyson's Corner</i>	Chapter 2, Chapter 3
3	September 12	Human Resources Presentation Topic Area # 2 <i>Guest Speaker, Ritz Carlton DC</i>	Chapter 4, additional cases Presentations # 1, (2)* *depending on GS Vocabulary # 1 MCT # 1
4	September 19	Accounting Presentation Topic Area # 3	Chapter 5 Presentations # 3, 4 Vocabulary # 2 MCT # 2
5	September 26	Revenue Management Presentation Topic Area # 4 <i>Guest Speaker, GW Marriott DC</i>	Chapter 6 Presentation # 5 Vocabulary # 3 MCT # 3
6	October 3	Sales and Marketing Presentation Topic Area # 5 <i>Guest Speaker</i> <i>Possible Sales Field Day on campus</i>	Chapter 7 Presentations # 6 Extra vocabulary 1
7	October 10	Mid-Term Exam	Chapters 1-7
8	October 17	The Front Office Presentation Topic Area # 6 <i>Guest Speaker – Town Place Suites</i> <i>Marriott</i>	Chapter 8 Presentation # 7 Extra vocabulary 2
9	October 24	Housekeeping Presentation Topic Area # 7	Chapter 9, additional cases Presentations # 8, 9 Vocabulary # 4 MCT # 4

10	October 31	Food and Beverage Presentation Topic Area # 8	Chapter 10, additional cases Presentations # 10, 11 Vocabulary # 5 MCT # 5
11	November 7	Facility Engineering and Maintenance Presentation Topic Area # 9 <i>Guest Speaker and/or Hotel Tour, Hyatt Reston</i>	Chapter 11 (Presentation # 12)* (Extra vocabulary 3)* *Will not take place if conducting a Hotel Tour
12	November 14 <i>Class BB Based</i>	Safety and Property Security Presentation Topic Area # 10	Chapter 12, additional cases BB Assignments/ Case Study Discussions
	November 21	THANKSGIVING BREAK	
13	November 28	Franchise Agreements, Contracts Presentation Topic Area # 11	Chapter 13 Presentations # (12), 13, (14) Vocabulary # 6 MCT # 6
14	December 5	Managing in a Global Market Presentation Topic Area # 12	Chapter 15, additional articles Presentation # (14), 15, 16 (Extra Vocabulary 3) Research Papers Due
15	December 12	Final Exam Class evaluation form (beginning of class)	Chapters 8-15 (no 14)

Note: Faculty reserves the right to alter the schedule as necessary. Due dates are considered until midnight of the specified date. All written assignments should be submitted electronically. Each day of delay in submission will bring 10% grade penalty.

MOST POPULAR ACADEMIC JOURNALS:

Cornell Hospitality Quarterly
European Journal of Tourism, Hospitality and Recreation
Foodservice & Hospitality
Hospitality Research Journal
International Journal of Contemporary Hospitality Management
International Journal of Hospitality Management
International Journal of Hospitality & Tourism Administration
International Journal of Culture, Tourism and Hospitality Research
Journal of Hospitality & Tourism Education
Journal of Hospitality and Tourism Management
Journal of Hospitality & Tourism Research
Journal of Human Resources in Hospitality & Tourism
Leisure & Hospitality Business
Lodging Hospitality
Restaurant Hospitality
Tourism and Hospitality Research
Tourism and Hospitality Management
Worldwide Hospitality and Tourism Themes

PAPER THEME EXAMPLES OUT from GENERAL TOPIC AREAS:

General Topic Area #1: General Manager

Paper Title: Brand standards and GM responsibilities at Marriott International
 Day-to-day work and family life of the GM at Hyatt Regency, Reston VA (example)

General Topic Area #2: Human Resources

Paper Title: Motivation Tactics for Hospitality Employees
 Work-life Balance Practices at Marriott International
 Social Responsibility at Hyatt Hotels
 Training and Development at Hilton Hotels

General Topic Area #3: Accounting

Paper Title: P&L Statements Meaning and Use in the Hospitality Industry

General Topic Area #4: Revenue Management

Paper Title: Revenue Management Strategies

General Topic Area #5: Sales and Marketing

Paper Title: Market Segments and Customer Typology

General Topic Area #6: Front Office

Paper Title: The Organization of the Reservation Department
 The Organization of the Front Office at the Ritz Carlton (example)
 Professional Concierge

General Topic Area #7: *Housekeeping*

Paper Title: Contemporary Trends in the Organization of the Housekeeping Department (Safety & Security)

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>].

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.

