GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 230 — Introduction to Hospitality Management (3)
Spring 2013

PROFESSOR: **Dr. Danielle Dimitrov**   EMAIL: ddimitr2@gmu.edu

PHONE NUMBER: 703-993-2060 (department)

FAX NUMBER: 703-993-2025

Preferred method of communication is the private message box in BB. (Go to *Contact the Instructor;* or *Tools*, then choose *Messages,* and send me a message that way.)

COURSE OVERVIEW:

Welcome to TOUR 230 - Introduction to Hospitality Management! This is a standard online 15-week semester, which will be conducted exclusively through Blackboard (BB). You will have 100% on-line delivery of the class material and examinations through Blackboard (BB). Students are required to spend time studying individually, but are also encouraged to work collaboratively with other students on assignments, projects and other learning activities. Working online requires dedication and organization. Students must check their GMU email messages on a **daily** basis and communicate any questions or problems that might arise promptly. In our online learning community, we must be respectful of one another. Please be aware that innocent remarks can be easily misconstrued. Sarcasm and humor can be easily taken out of context. When communicating, please be positive and diplomatic. I encourage you to learn more about Netiquette.

The course is taught in weekly increments (Week 1 through Week 15**), starting on Tuesdays and ending at 11:59pm on Mondays**, with the exception of the last session when the week will **end at 12:01am on Monday, May 13**. The course is running from January 22, 2013 through Monday **May 13, 2013**. Last day to withdraw from this course without penalty is **Tuesday, January 21, 2013**, and final drop deadline (with 67% tuition penalty) is **Friday February 22, 2013.**

To get started, please review the *Getting Started Link* on the Course Welcome Page in BB. In that section, you will find a copy of the Syllabus, Student Resources, and a Course Orientation Quiz, which *you must* take as a tutorial. **You are required to visit all these areas and read them in detail.**

In the *Syllabus and Documents* section on BB, you will find a **'Read me Second'** document, which will give you information about what it takes to succeed in an online environment including. Furthermore, please scan the rest of the **Syllabus** to help you understand the assignments and grading guidelines. Finally, please review the **Course Schedule** and input assignment due dates into your personal organizer to help you plan your work for the semester.

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.

REQUIRED READINGS:

Walker, J. R. (2012). *Introduction to hospitality (6th Ed.).*Pearson Prentice Hall.

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

Besides the text, I will be using some supplemental readings throughout the semester. The supplemental readings will help you focus on the latest information in this constantly evolving field.

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 is the same as Discussion Forum Participation. Please see DF Participation rules (two parts – one of 7 and one of 8 weekly discussions, worth 10% each).	20
Homework and Short Assignments	5 Multiple Choice Tests and 5 Small Essays (3% each)	30
Discussion Board Facilitation – Group Project	Please see DB Facilitation Group Project details below.	20

Research Paper	Due by mid-night on **April 29.** Please see details below.	15
Individual Mini-Practicum Project	Due by mid-night on **May 6.** Please see details below.	15
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:

Participation:
Participation in this class constitutes 20% 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. In addition, participation in the DB Forums is the only way to register attendance in the course.

Homework and Short Assignments:

Multiple-choice tests (MCT):
Multiple Choice Tests are 15% of the grade. They are constructed by the author of the text-book and will cover only text-book material *on the chapter of the day*. The number of questions for each MCT will be 20 questions (depending on chapter length and content). Each student needs to have 5 graded multiple choice tests (MCT). *These test swill be timed and must be completed in one sitting.* Missing a test leads to an F for this MCT and will **NOT** be compensated with another chance to receive a grade unless due to personal or family illness or emergency that must be communicated in advance and supported by a physician's note.

Grading Rubric for this category (based on an average of 20 questions)**:**
All answers correct = 97% (A+)   3 wrong answers = 89% (B+)
1 wrong answer = 94% (A)   4 wrong answers = 85% (B)
2 wrong answers = 93% (A-)   5-6 wrong answers = 81-83% (B-)

7 wrong answers = 79% (C+)   11 wrong answers = 69% (D+)
8 wrong answers = 75% (C)   12 wrong answers = 65% (D)
9-10 wrong answers = 70-73% (C-)   13-15 wrong answers = 63% (D-)

16+ wrong answers = 0% (F)

Short Essays (SE):
Your preparation for class and your adaptation of class material will be also assessed through short essay answers on the textbook material - the chapter for the week. Essays will be checked for originality and the following essay criteria will apply: content mastery, research involved, grammar and style of responses, originality report, and APA style of academic formatting. Please see the **Short Essay Rubric** in *Grading Rubrics* in *Syllabus and Documents* on BB. Short Essays will comprise another 15% of your grade and their length will vary between 1 and 3

pages double-spaced text. Missing a SE leads to an F and will **NOT** be compensated with another chance to receive a grade unless due to personal or family illness or emergency that must be communicated in advance, is supported by a physician's note, and/or has led to a delay of delivery no more than a week.

Group Project – DB Facilitation:

You will need to sign up to work with a team of students on CREATING AND FACILITATING the discussion forums during one of the available course sessions. Please see the open *Team Sign-up* discussion forum in **_Discussions_** on BB, where you can find the available Chapter/Week choices and where you can express your interests in working with a team on a given topic. After that, please self-assign to the group of your choice in *Groups* under *Tools.* Your team can privately meet, discuss, and share documents in the *Groups* space, once you have assigned; and you can also choose the *Groups Meet Here* space if you want to hear or see each other (or both).

Part of this assignment will be the creation of a Discussion Form named *Clipping*. It will feature your team's selection of an article related to the reading assigned for the week, presenting the exact academic reference and the weblink (if any) for this article, sharing your impressions from that article, and facilitating a discussion of what impressed your classmates by reading the article. The article should be from an academic journal (please see list below). Another part of the assignment is to read the book Chapter assigned for the week and decide on creating at least two other discussion forums with questions based on the chapter's content. **Teams, please post all discussions by Sunday night on the week preceding the wee of your facilitation.** There is a **Group Project Rubric** posted in **_Grading Rubrics_** in *Syllabus and Documents* on BB.

Research Paper:

A minimum of 8 and a maximum of 12 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 theme may be an extension of your team's **Clipping Discussion Forum** or **Chapter Discussion Forums** with the purpose of *expanding* the information provided in the book, 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 May 6**. 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 minimum in addition to the textbook. Content of paper should correspond to your Paper Title and should not be an exact replica of your group project (but should be a *more academic* compilation and/or extension of the information received in class from lectures, readings, presentations, personal 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.). A **Research Paper Rubric** is provided in **_Grading Rubrics_** in

Syllabus and Documents on BB.

<u>Individual Mini-Practicum Project:</u>
This assignment will comprise 15% of your grade and will include a personal/individual field trip shadowing of a hospitality manager in any department for a day of their work week. Please describe in detail the experience and the skills acquired as well as the knowledge gained. You can go to any brand or type of hospitality organizations with the above request. A suggestion of practicum locations can be provided by the professor upon request. Please see the Shadowing Report detailed Instructions below. APA style of writing will be applicable to all items with the exception of formal writing style (I and we forms of personal pronouns can be utilized in this document). An **Individual Practicum Project Rubric** is provided in ***<u>Grading Rubrics</u>*** in *Syllabus and Documents* on BB.

<div align="center">

SHADOWING REPORT DETAILED INSTRUCTIONS

</div>

1. Identify a professional hospitality manager who is currently working in the hospitality industry. You may <u>NOT</u> use a member of your family. (The Professor may have suggestions.)
2. Make an appointment to visit with this person for, preferably, a full day, but you must spend a minimum of 5 hours with this person. The appointment can occur anytime from the first day of class until the report is due. When setting the appointment, verify that you will be able to *observe an actual face-to-face client/guest interaction* (if applicable to the title of the manager).
3. The purpose for the visit is to observe a hospitality manager in action: <u>making staff or customer presentations</u>, probing, handling objections, closing, resolving conflicts, facilitating quality assurance inspections made by the brand, etc. You should sit-in and observe both the client/employee and the manager on any of the interactions. In addition, "pick the manager's brain" regarding their profession with all of its pros and cons.
4. Prepare a 7-10-page (maximum), double-spaced paper describing your experience, focusing on what you learned in the process. Following are specific instructions:
    --Name, title, department, address and phone number of the hospitality manager (on cover page along with your name, etc.)
    --A brief introduction, explaining the type of hotel you have chosen, the amenities and services it provides.
    --A brief summary of the job - the particular responsibilities and tasks of the chosen hospitality manager. What does this person do on a daily basis? For example, what percentage of the day is spent on the phone, with clients or prospects, in the office, with other employees in various departments, how much on paperwork, etc.? What does he/she like or dislike about the job?
    --A short synopsis of what you and the manager did during your time together. Be sure to state how much time you spent with him/her.
    --Approximately two-thirds of the paper should discuss what you personally learned/gained from the experience. Relate this to the material from class by using APA format of in-text references to the sources. A more insightful and analytical paper will receive a higher grade.

Grading Rubric: The grade will be discounted with 10% if any (and for each) of the above listed 5 components is not addressed. The grade will be discounted with 5% for any of these

components being partially addressed.

GRADING SCALE:

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

TENTATIVE COURSE SCHEDULE:

WEEK	DATES	TOPIC	DUE ITEMS
1	**Tuesday, January 22, 2013 - Monday, January 28**	Team Selection **Introducing Hospitality**	Syllabus **Chapter 1**
2	**Tuesday, January 29 – Monday, February 4**	**The Hotel Business**	**Chapter 2** **Short Essay 1 Due**
3	**Tuesday, February 5 – Monday, February 11**	**Room Division Operations**	**Chapter 3** **Team 1 Facilitation Week** **MCT 1**
4	**Tuesday, February 12 – Monday, February 18**	**Food and Beverage Operations**	**Chapter 4** **Team 2 Facilitation Week** **Short Essay 2 Due**
5	**Tuesday, February 19 – Monday, February 25**	**Beverages**	**Chapter 5** **Team 3 Facilitation Week** **MCT 2**
6	**Tuesday, February 26 – Monday, March 4**	**The Restaurant Business**	**Chapter 6** **Team 4 Facilitation Week** **Short Essay 3 Due**
7	**Tuesday, March 5 – Monday, March 11**	**Restaurant Operations**	**Chapter 7** **Team 5 Facilitation Week** **MCT 3**
	Tuesday, March 12 – Monday, March 18	**SPRING BREAK**	**SPRING BREAK**

8	**Tuesday, March 19 – Monday, March 25**	**Managed Services**	**Chapter 8** **Team 6 Facilitation Week** **Short Essay 4 Due**
9	**Tuesday, March 26 – Monday, April 1**	**Tourism**	**Chapter 9** **Team 7 Facilitation Week** **MCT 4**
10	**Tuesday, April 2 – Monday, April 8**	**Recreation, Attractions, and Clubs**	**Chapter 10** **Team 8 Facilitation Week** **Short Essay 5 Due**
11	**Tuesday, April 9 – Monday, April 15**	**Gaming Entertainment**	**Chapter 11** **Team 9 Facilitation Week** **MCT 5**
12	**Tuesday, April 16 – Monday, April 22**	**Meetings, Conventions, and Expositions**	**Chapter 12** **Team 10 Facilitation Week**
13	**Tuesday, April 23 – Monday, April 29**	**Special Events**	**Chapter 13** **Research Paper Due April 29**
14	**Tuesday, April 30 – Monday, May 6**	**Leadership and Management**	**Chapter 14** **Individual Practicum Project Paper Due May 6**
15	**Tuesday, May 7 – Course ends at 12:01am on Monday, May 13**	**Review and Additional Items** Discussion of Individual Practicum Projects Extra Topics and Materials	

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

FREQUENTLY USED INDUSTRY WEBSITES:

World Travel and Tourism Council (WTTC)
www.wttc.org
World Tourism Organization (WTO)
www.wold-tourism.org
American Hotel and Lodging Association (AHLA)
www.ahla.org
Hotels Magazine
www.hotelsmag.com
Hotel Jobs
www.hoteljobs.com
Foodservice
www.foodservice.com
National Restaurant Association
www.restaurant.org
M&C Online
www.meetings-conventions.com
International Special Events Society (ISES)
www.ises.com
American Management Association
www.amanet.org
Council of Hotel, Restaurant and Institutional Educators
www.chrie.org
Hospitality Net
www.hospitalitynet.org
E-Hotelier
www.ehotelier.com
Hotel News Resource
www.hotelnewsresource.com

Hospitality Business News
www.hospitalitybusinessnews.com
Hospitality Industry
www.hospitality-industry.com
Lodging Hospitality
www.lhonline.com
BIG Hospitality
www.bighospitality.co.uk
Hospitality Financial & Technology Professionals (HFTP)
www.hftp.org

PAPER TOPIC EXAMPLES:
General Topic Area #1: The Hotel Business (Chapter 2)
Paper Title: The 5 Most important Characteristic Features of the Hospitality Industry

General Topic Area #2: Room Division Operations/ Housekeeping (Chapter 3)
Paper Title: Contemporary Trends in the Organization of the Housekeeping Department (Safety & Security)
General Topic Area #3: Food and Beverage Operations (Chapter4)
Paper Title: The Organization of the F&B Department at Hyatt Reston – case study.
Contemporary Dietary Trends in Hospitality Restaurant Menus.

Departmental Policy on Originality:

The work in this class must be your own and original to this course. Work prepared for other courses or use of material obtained from other students is expressly prohibited and can result in a grade of zero "0" for the assignment and/or course failure. Your assignments may be submitted to Safe Assign through BB to ensure **plagiarism** is not involved. You should not have a problem if you follow APA standards of academic writing.

Departmental Late Policy:

Timely completion of all assignments is critical to student success in the graduate school. Students should take assignment deadlines seriously and plan in advance to allocate sufficient time to meet deadlines.

Instructors may at his or her sole discretion grant limited extensions of time for unexpected business, health or **personal emergencies beyond the student's control**. In order to be granted such an extension, the student must make the request in advance of the due date and support the request by a compelling rationale that would be fair to others in the class. The instructor may request documentation. Any such extension will be for a specific period, not to exceed one week.

For late submissions that have not been approved by the instructor the penalty will be a 10% reduction in the grade (on the hundred percent scale) for that assignment for each day that the assignment is late. No submissions will be accepted after grades have been posted for the class as a whole (after 7 days). *Note:* Encountering technical problems on a day when an assignment is due creates lots of stress. *Practical tip: Students who plan to submit work a day in advance seem to have less difficulty.*

Departmental Policy on Extra Credit: Extra credit is not an option in this course. This includes re-doing an assignment once it has been graded.

Do not send deliverables as attachments to e-mail messages. Such attachments often encounter more technical obstacles than the BB Assignment folder.

Use Word to create your documents; other word processing formats cannot be opened.

Student Expectations:

- Students must adhere to the guidelines of the George Mason University Honor Code [See http://academicintegrity.gmu.edu/honorcode/].

- **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.**

- 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 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.