

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

Tour 301 – Hotel Management (3)

Fall 2013

DAY/TIME:	Wed 4:30 – 7:10 p.m.	LOCATION:	Krug Hall 242, Fairfax Campus
PROFESSOR:	Dr. Naehyun (Paul) Jin	EMAIL ADDRESS:	njin@gmu.edu
OFFICE LOCATION:	Bull Run Hall 202, PW Campus	PHONE NUMBER:	703-993-7785
OFFICE HOURS:	By appointment	FAX NUMBER:	703-993-2025

PREREQUISITES/COREQUISITES

Tour 230

COURSE DESCRIPTION:

Explores interrelated systems in hotel management, including front desk, reservations, housekeeping, food/beverage, sales/marketing, hotel accounting, guest services and security. Reviews and segments hotel products and associated management challenges.

COURSE OBJECTIVES:

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.

NATURE OF COURSE DELIVERY:

Teaching and learning will be done using the combination of the traditional face-to-face instruction formats, a field trip, and hands-on group and individual projects. Students are required to spend time studying individually, but are encouraged to work collaboratively with other students on assignments, projects and other learning activities.

REQUIRED READINGS:

Hayes, David K., Ninemeier, Jack D., & Miller, Allisha A. (2012) *Foundations of Lodging Management (2nd ed.)*. Prentice Hall.
ISBN: 978-0-13-256089-4

CELL PHONES AND LAPTOPS:

Cell phones must be turned off or silenced during class. 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.

EVALUATION:

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

Grade	Total Score (Percentage)	Grade	Percentage
A+	485-500 (97.0-100%)	C+	385-399 (77.0-79.9%)
A	470-484 (94.0-96.9%)	C	370-384 (74.0-76.9%)
A-	450-469 (90.0-93.9%)	C-	350-369 (70.0-73.9%)
B+	435-449 (87.0-89.9%)	D	300-349 (60.0-69.9%)
B	420-434 (84.0-86.9%)	F	Below 300 (Below 60%)
B-	400-419 (80.0-83.9%)		

COURSE REQUIREMENTS:

Activity	Point	Percentage
Attendance & Participation	50	10%
Two Exams (100 points each)	200	40%
One Group Project (Hotel Management)	125	25%
Hotel Visit Report	25	5%
One Individual Assignment	50	10%
Five In-Class Quizzes	50	10%
Total	500	100%

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.

TENTATIVE COURSE SCHEDULE:

WEEK	DATE	TOPIC	READING DUE
1	August 28	Introduction; Overview; Hotel Group Project -Team Selection Individual Assignment – Topic Selection	Chapter 1
2	September 4	Structure	Chapter 2 Discussion 4, 7 & 10
3	September 11	Guest Service	Chapter 3 Quiz 1 Discussion 1& 8
4	September 18	Lodging Management Hotel Decision for Group Project	Chapter 4 Discussion 1, 5 & 6
5	September 25	Staffing Guest Speaker – Veronica Villanova, Director of Human Resources Hilton McLean Tyson Corner	Chapter 5 Quiz 2 Discussion 2 & 4
6	October 2	Sales and Marketing Guest Speaker	Chapter 7 Discussion 1, 4 & 6

		– Stephanie Snapkoski, Director of Sales and Marketing Hilton McLean Tyson Corner Mid-Term Exam Review	
7	October 9	Mid-Term Exam	
8	October 16	Front Office Group Project Work Session 1	Chapter 6 Discussion 2, 4 & 7
9	October 23	Asset Management & Accounting Guest Speaker – Martin H. Seanor, Director of Asset Management Hilton Hotel WORLDWIDE	Chapter 12 Discussion 1 & 3 Quiz 3
10	October 30	Guest Speaker – Brian Kelleher, General Manager Property Visit and Hotel Tour at Hilton McLean Tyson Corner	
11	November 6	House Keeping & Maintenance	Chapter 8: Discussion 1 & 4 Chapter 9: Discussion Discussion 2& 8 Quiz 4 Hotel Visit Report Due
12	November 13	Food Service/ Meeting Mgmt. F&B Guest Speaker – Thomas Elder, Executive Chef Hilton McLean Tyson Corner	Chapter 10: Discussion 1 & 6 Chapter 11: Discussion 2 & 6
13	November 20	Safety & Security Group Project Presentation I	Chapter 13 Discussion 2 & 9 Quiz 5 Hotel Project Paper Due
	November 27	THANKSGIVING BREAK	
14	December 4	Group Project Presentation II Exam review	
15	December 11	Final Exam	

Attendance & 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.

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.

I will give you one freebie (no questions asked). This one excused absence CANNOT be used on the following days: exams, quizzes, your presentations (including others' group project presentations), and hotel visit. After that, **10 points of the 50 points for attendance and participation will be lost for each day missed. Each missing class will result in 10 points off of your total grade points after your loss of all 50 points of your attendance and participation grade. Also be advised that beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue "F" grade if, after written warning, the student's absence or tardiness continues at a level of that constitutes "non-participation".**

The only acceptable reasons for missing class are the same as those of the exam (so, use freebies wisely). **Students missing class due to severe illness and family emergency should contact the instructor ahead of time and provide him with verification document.** No points can be made up for an absence.

Participation in this class is strongly required as this will contribute to the content quality of the class as well as your intellectual benefit from it. 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 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.

Quiz:

Multiple Choice Quizzes and Vocabulary Quizzes comprise 10% of the grade in this class. They are constructed by the authors of the text book and will cover additional contents that were covered during classes. They will be conducted in the last 15-20 minutes of the classes in which they are scheduled. Absence on a day when a Quiz 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 Quiz and will NOT be compensated with another change to receive a grade unless in the above mentioned circumstances.

Mid-Term and Final Exams:

Questions are constructed by the authors of the text book and will cover additional contents that were covered during classes. 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.

Hotel Site Visit Report:

- Hotel site visit will be scheduled for the class to tour a specific hotel and interact with the hotel's management team as a group
- Date/time will be announced well in advance in the class – **Plan on attending!**
- The visit will result in a written summary report of the experience for grade

Individual Assignment:

A presenter will introduce a current event or interesting news related to the chapter of the day in hotel industry. The sources (Interview, Internet Information, Textbooks, Articles, Media, and so on) should be addressed in the reference part. Then the presenter will lead a discussion based on the question in the assigned chapter.

- Introduce a discussion topic and generate discussion among audiences
- Summarize discussion and share your suggestions or thoughts with audiences
- The presentation should last about 10-12 minutes!

Choose your own topic area of interest if date slot is available. Use of Power Point is encouraged, other media also welcome; video, other technology, etc.

Group Project – Hotel Management:

Detailed information will be provided during class. Each group will submit final report and make a 20- minute presentation describing their hotel project followed by 5-minute Q & A.

Course Material:

Here is a brief list of some Internet resources you may find useful for your individual assignment and group project:

- Hotel World Network (HMM): www.hotelworldnetwork.com
- Hotel Business: www.hotelbusiness.com
- Hospitality Publications: www.ahlei.org/content.aspx?id=21632
- Hospitality Net: www.hospitalitynet.org/news/index
- Smith Travel Research: www.strglobal.com
- PriceWaterhouseCoopers: www.pwc.com/gx/en/hospitality-leisure/index.jhtml

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- 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/policies/responsible-use-of-computing/>].
- 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.

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/>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

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.

