

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**Tour 301 – Hotel Management**  
**Fall 2014**

DAY/TIME:	Wed 4:30 – 7:10 p.m.	LOCATION:	Planetary Hall, Room 127 Fairfax Campus
PROFESSOR:	John H. Moore	EMAIL ADDRESS:	jmoore37@gmu.edu
OFFICE LOCATION:	Bull Run Hall 224, PW Campus	PHONE NUMBER:	703-993-2061
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. Evolving industry trends, for both product and service, will be identified and explored.

**COURSE OBJECTIVES:**

1. Provide exposure to the various segments and customer needs within the lodging industry;
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. Explain the importance and understand components of a room forecast;
6. Gain and understanding of “branding” to reach defined markets, from a service and product standpoint;
7. Understand hotel ownership perspective and needs.

**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. Industry executives will provide first hand knowledge and experience, providing lectures and case studies.

Four student groups will be formed during the first class and these groups will be assigned a semester project to research and present as well as facilitating group discussions identified in the course outline.

**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 (each equal weight)	225	50%
One Group Project (Hotel Management)	125	25%
Hotel Visit Report	25	5%
Five In-Class Quizzes	50	10%
<b>Total</b>	<b>500</b>	<b>100%</b>

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 27	Introduction; Overview; Hotel Group Project -Team Selection	Chapter 1 Discussions 1,2,3,4,5,8
2	September 3	Structure of Lodging Industry Guest Service in Lodging Group Project Time	Chapter 2, discussion 1,2,3,4,6 Chapter 3, team activity 1 and 2
3	September 10	Housekeeping and Maintenance Guest Speaker Steve Lampa Former SVP Room Operations Marriott International Currently COO Kensington Group	Chapters 8 & 9
4	September 17	Managing Lodging Operations Staffing the Lodging Operation	Chapter 4, Discussion 1,5,6,9 Chapter 5, Discussion 1, 3,4,6,10 Quiz 1
5	September 24	Lodging Ownership Guest Speaker Jim Fisher Former Chief Operating Officer Marriott International	Chapter 2

6	October 1	Sales and Marketing “Creating Demand” Guest Speaker Richard Farrar Former VP Sales and Marketing Marriott International	Chapter 7 Handout provided for next week presentation on accounting
7	October 8	Hotel Accounting Guest Speaker Stu Damon Principal and COO, CFO Star Restaurant Group	Chapter 12 A Handout will be given to students a week prior
8	October 15	Midterm Exam Group work Sessions	Exam Time 1 hour
9	October 22	Front Office Department	Chapter 6 Discussions 1,2,3, 5 Quiz 2
10	October 29	Safety and Security	Chapter 13 Discussion 1,2,3,5,8
11	November 5	Food and Beverage	Chapter 10, discussion 1,2,4,5 Chapter 11, discussion 1,2,6, 8,10
12	November 12	Tour of Ritz Carlton, Tysons Corner	
13	November 19	Group Presentations (4)	Each presentation 20 minutes
	<b>November 26</b>	<b>THANKSGIVING BREAK</b>	
14	December 3	Final Exam Review	Submit hotel visit report
15	December 10	<b>Final Exam</b>	

**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.

Participation, with your assigned group, in the discussions noted in the above class schedule is very important.

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 based on material in 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
- The visit to the Ritz Carlton Tysons Corner is scheduled for 12 November – Plan on attending!
- The visit will result in a written summary report of the experience for grade

### **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. The four topics: Hotel Product and Design; Legislation Impacting the Hospitality Industry; Hotel Owners Perspective on Assets; Hotel Franchising.

### **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](http://www.hotelworldnetwork.com)
- Hotel Business: [www.hotelbusiness.com](http://www.hotelbusiness.com)
- Hospitality Publications: [www.ahlei.org/content.aspx?id=21632](http://www.ahlei.org/content.aspx?id=21632)
- Hospitality Net: [www.hospitalitynet.org/news/index](http://www.hospitalitynet.org/news/index)
- Smith Travel Research: [www.strglobal.com](http://www.strglobal.com)
- Price Waterhouse Coopers: [www.pwc.com/gx/en/hospitality-leisure/index.jhtml](http://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.

