George Mason University
College of Education and Human Development
Tourism and Event Management

TOUR 230 DL1— Introduction to Hospitality Management
3 credits, Fall 2017

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

Prerequisites/Corequisites
None.

University Catalog 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 Overview

Course Delivery Method

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:
- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students will need a headset microphone for use with the Blackboard Collaborate web conferencing tool.

- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
  - Adobe Acrobat Reader: https://get.adobe.com/reader/
  - Windows Media Player: https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/
  - Apple Quick Time Player: www.apple.com/quicktime/download/

Expectations

- Course Week: Because asynchronous courses do not have a "fixed" meeting day, our week will start on Tuesdays and end at 11:59pm on Mondays.
- Log-in Frequency:
  Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 4 times per week.
- Participation:
  Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence:
  Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues:
  Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload:
  Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support:
  Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette:
  The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words*.

Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.

- Accommodations:
Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:
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.

Professional Standards

N/A
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

Required Texts

Walker, J. R. (2017). *Introduction to hospitality* (7th Ed.). Boston, MA: Pearson Education Inc.

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.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

[Further information regarding specific course assignment submission instructions may be inserted here or in one of the applicable categories below.]

- **Assignments and/or Examinations**

  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 9% of your grade and their length will vary between 1 and 4 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.
  Part of this assignment for your Team will be the creation of a Discussion Forum named Clipping. It will feature: selecting 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 personal impressions from that article; posting a question for the class based on the article's content; and facilitating a class discussion on the question responses or general impressions from the article. The article should be from an academic journal of your choice

(you may see a list of possible journals under the Articles tab on the BB Syllabus or below the course calendar in the word version of the syllabus). 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 content. Teams, please submit to me all discussion forums by Friday night on the week preceding the week of your facilitation. I will post the forums in BB after review. 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. Paper #1 (Research Paper) is due by midnight 11:59pm on Monday, November 27. 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.

Individual Mini-Practicum Project:
This assignment will comprise 18% 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 Grading Rubrics in Syllabus and Documents on BB. Paper #2 (Shadowing Report) due by midnight 11:59pm on Monday, December 4.

SHADOWING REPORT DETAILED INSTRUCTIONS

1. Identify a professional hospitality manager who is currently working in the hospitality industry. You may NOT 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: making staff or customer presentations, 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.

- **Other Requirements**
  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.
- **Grading**

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		

Professional Dispositions

See https://cehd.gmu.edu/students/polices-procedures/

Class Schedule

WEEK	DATES	TOPIC	DUE ITEMS
1	Tuesday, August 29 - Monday, September 4	Team Selection Syllabus Introducing Hospitality	Chapter 1 Personal Introductions Due Intro Quiz Team Choice Due
2	Tuesday, September 5 - Monday, September 11	The Hotel Business	Chapter 2 Short Essay 1 Due
3	Tuesday, September 12 - Monday, September 18	Room Division Operations	Chapter 3 Team 1 Facilitation Week MCT 1
4	Tuesday, September 19 - Monday, September 25	Food and Beverage Operations	Chapter 4 Team 2 Facilitation Week Short Essay 2 Due
5	Tuesday, September 26 - Monday, October 2	Beverages	Chapter 5 Team 3 Facilitation Week MCT 2
6	Tuesday, October 3 - Monday, October 9	The Restaurant Business	Chapter 6 Team 4 Facilitation Week Short Essay 3 Due
7	Tuesday, October 10 - Monday, October 16	Restaurant Management	Chapter 7 Team 5 Facilitation Week MCT 3
8	Tuesday, October 17 - Monday, October 23	Managed Services	Chapter 8 Team 6 Facilitation Week Short Essay 4 Due (voluntary)
9	Tuesday, October 24 - Monday, October 30	Tourism	Chapter 9 Team 7 Facilitation Week MCT 4
10	Tuesday, October 31- Monday, November 6	Recreation, Attractions, and Clubs	Chapter 10 Team 7 Facilitation Week
11	Tuesday, November 7 - Monday, November 13	Gaming Entertainment	Chapter 11

12	Tuesday, November 14 - Monday, November 20	Meetings, Conventions, and Expositions	Chapter 12
	Tuesday, November 21- Monday, November 27	THANKSGIVING BREAK	Research Paper (Paper#1) Due November 27 at 11:59pm
13	Tuesday, November 28 - Monday, December 4	Special Events	Chapter 13 Shadowing Report (Paper#2) Due December 4 at 11:59pm
14	Tuesday, December 5 – Course ends at 11:59pm on Sunday, December 10	Leadership and Management Review and Additional Items	Chapter 14 Review Discussion of Individual Practicum Projects Extra Topics and Materials

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

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: http://cehd.gmu.edu/values/.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see http://oai.gmu.edu/the-mason-honor-code/).

- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see http://ods.gmu.edu/).

- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or https://cehd.gmu.edu/aero/tk20. Questions or concerns regarding use of Blackboard should be directed to http://coursessupport.gmu.edu/.
- For information on student support resources on campus, see https://ctfe.gmu.edu/teaching/student-support-resources-on-campus

For additional information on the College of Education and Human Development, please visit our website https://cehd.gmu.edu/students/ .