

**George Mason University**  
**College of Education and Human Development**  
**Tourism and Events Management**

TOUR 230 001 – Introduction to Hospitality Management  
3 Credits, Fall 2017  
T&R 9:00 – 10:15 A.M, Robinson Hall A #106 - Fairfax Campus

**Faculty**

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**Prerequisites**

None

**University Catalog Course Description**

This course is an introduction to hospitality management, including an overview of management in the hospitality 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**

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

**Course Delivery Method**

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.

**Learner Outcomes or 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 Texts**

Walker, John R. (2012) *Introduction to Hospitality Management (4th ed.)*. Prentice Hall.  
ISBN: 978-0-13-295994-0

**Course Performance Evaluation**

The course will be graded on a percentage system, with a total of 100 possible percentage points. Students are expected to submit all assignments on time in the manner outlined by the instructor

| 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%         |
| Attitude                          | 25         | 5%          |
| Two Exams (100 points each)       | 200        | 40%         |
| One Group Project (Industry News) | 100        | 20%         |
| Moment of Truth Experience Report | 50         | 10%         |
| One Individual Assignment         | 25         | 5%          |
| Five In-Class Quizzes             | 50         | 10%         |
| <b>Total</b>                      | <b>500</b> | <b>100%</b> |

Grading rubrics are found at the course Blackboard (online).

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.

#### **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 two freebies (no questions asked).

These two excused absences CANNOT be used on the following days:

exams, quizzes, group project work sessions, and your presentations (including others' group project presentations). 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.

#### **Attitude:**

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. **Students receiving telephone calls or texting will get zero for attitude grade. Eating should not be allowed in the classroom.** It is a distraction to the teaching and learning process and results in a mess in the classroom. Students should be allowed to bring water bottles in the classroom though. **Violation of basic rules above will result in zero for attitude grade.**

### **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 before the exam.

### **Group Project:**

Detailed information will be provided during class. Each group will submit report of hospitality industry and make a 15- minute presentation describing their trends and forecasts followed by 5-minute Q &A.

### **Moment of Truth Experience Report:**

- You have to choose one of three places: Hotel, Restaurant, and Major Event
- This on-site experience is done individually and require between one and four hours on site
- The visit will result in a written summary report of the experience for grade
- Detailed information and procedures will be provided

### **Individual Assignment (Industry News Presentation):**

- A presenter will introduce a current event or interesting news related to the chapter of the day in tourism & event 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 selected material.
- Introduce a discussion topic and generate discussion among audiences
- Summarize discussion and share your suggestions or thoughts with audiences
- The presentation should last about 5-10 minutes!

### **Quizzes:**

The quizzes will be given at any time during class. The purpose of the quizzes is to check your preparation of class (if given at the beginning of class) and your understanding of class (if given at the end of class). The quizzes will be graded but the worst score will be dropped (will not be used in calculating your final quiz grade). There will be NO makeup quizzes.

### **Course Materials:**

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)
- PriceWaterhouseCoopers: [www.pwc.com/gx/en/hospitality-leisure/index.jhtml](http://www.pwc.com/gx/en/hospitality-leisure/index.jhtml)
- National Restaurant Association: [www.restaurant.org](http://www.restaurant.org)
- Meetings and Conventions: [www.meetings-conventions.com/](http://www.meetings-conventions.com/)
- American Gaming Association: [www.americangaming.org/industry-resources/](http://www.americangaming.org/industry-resources/)

## **Professional Dispositions**

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: <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](mailto: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>

## Class Schedule

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

| WEEK | DATE    | TOPIC   | READING    |
|------|---------|---|------------|
| 1    | Aug. 29 | Introduction – Syllabus Review, Team Selection                    |            |
|      | Aug. 31 | Hospitality Industry Overview                                     | Chapter 1  |
| 2    | Sep. 5  | Tourism Industry Overview   | Chapter 9  |
|      | Sep. 7  | Lodging – The Hotel Business                                      | Chapter 2  |
| 3    | Sep. 12 | Lodging – Room Division Operations                                | Chapter 3  |
|      | Sep. 14 | Lodging Industry  |            |
| 4    | Sep. 19 | Lodging Industry – Food & Beverage and various topics             | Chapter 4  |
|      | Sep. 21 | Lodging Industry  |            |
| 5    | Sep. 26 | <b>Individual Project Presentation</b>                            |            |
|      | Sep. 28 | <b>Mid-term Exam Review Session</b>                               |            |
| 6    | Oct. 3  | <b>Mid-term Exam</b>  |            |
|      | Oct. 5  | Cost control in hospitality industry                              |            |
| 7    | Oct. 10 | <b>No class (Columbus Day Recess)</b>                             |            |
|      | Oct. 12 | Cost control in hospitality industry                              |            |
| 8    | Oct. 17 | <b>Group Project Work Session – Interim Report (Presentation)</b> |            |
|      | Oct. 19 | <b>Individual Project Presentation</b>                            |            |
| 9    | Oct. 24 | Restaurant Industry – The Restaurant Business                     | Chapter 6  |
|      | Oct. 26 | Restaurant Industry – Restaurant operation                        | Chapter 7  |
| 10   | Oct. 31 | Restaurant industry   |            |
|      | Nov. 2  | Menu Engineering  |            |
| 11   | Nov. 7  | <b>Individual Project Presentation</b>                            |            |
|      | Nov. 9  | Hospitality Service Marketing                                     | Chapter 8  |
| 12   | Nov. 14 | Gaming Entertainment  | Chapter 11 |
|      | Nov. 16 | Meeting and Convention  | Chapter 12 |
| 13   | Nov. 21 | Special Topic   |            |
|      | Nov. 23 | <b>Thanksgiving recess</b>  |            |
| 14   | Nov. 28 | Consumer Behavior & Psychology                                    |            |
|      | Nov. 30 | <b>Group Project Work Session &amp; Final Exam Review</b>         |            |
| 15   | Dec. 5  | <b>Group Project Presentation 1</b>                               |            |
|      | Dec. 7  | <b>Group Project Presentation 2</b>                               |            |
| 16   | Dec. 14 | <b>Final Exam – Exam Time: 7:30 am – 10:15am (Thursday)</b>       |            |

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

