

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

TOUR 330 Section 001 – Resort Management  
3.Credit, Fall 2018

Tuesday and Thursday 9:00 – 10:15 a.m. BRH 132 Science & Technology Campus

**Faculty**

Name: Dr. Russ Brayley  
Office Hours: Tues, Thurs 12:30 – 2:30 p.m. or by appointment  
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**Prerequisites**

TOUR 200 and TOUR 230

**University Catalog Course Description**

Surveys effective practices in the management of resort recreation enterprises. Examines basic resort operations including front desk, food and beverages, amenities, and housekeeping. Covers management of a variety of resort types such as ski resorts, beach resorts, dude ranches, business retreats, adventure camps, health spas, and golf resorts

**Course Overview**

This course examines all aspects of resort operations, with particular emphasis on the management of resort recreation departments. The role of structured and facilitated recreation in the resort experience, and the enterprise contribution of the recreation amenity (directly and indirectly) is explored. Principles and practices of resort recreation programming, planning and management are contrasted with those of public, private and other commercial recreation service provision.

**Course Delivery Method**

This course will be delivered using a face-to-face lecture setting and some on-line instruction/interaction.

**Learner Outcomes or Objectives**

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

1. Identify and critically evaluate resort operational structures and management organization.
2. Describe the unique needs and circumstances of resort guests.
3. Quantify the financial contributions of recreation services to resort profitability.
4. Demonstrate awareness of sources of information, training, and professional support for professionals involved in resort recreation.
5. Adjust commonly used program concepts and/or develop new concepts for application in resort settings.
6. Explain the relationship of recreation and guest services to food and beverage, housekeeping, conference/meeting services, and real estate divisions of the resort enterprise.
7. Identify and develop informed opinions about current and emerging issues in resort recreation management.
8. Identify a range of career opportunities in the resort industry.
9. Describe the research and evaluation skills needed to function in resort recreation management.

**Professional Standards** n/a

### **Required Texts**

Gee, C. Y. 2010. World of Resorts: From Development to Management (3rd edition) American Hotel and Lodging Educational Institute. ISBN: 978-0-86612-346-4

### **Course Performance Evaluation**

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

#### **Assignments and/or Examinations**

Submitted assignments must be original work and are to be submitted on time and in the prescribed format. Directions for each assignment include an evaluation rubric. The rubric is to be printed and attached to the submitted assignment.

Assignments may include:

1. A 'fact-finding' survey of selected resort types
2. A facility design guide
3. A comparative site analysis
4. A market distribution chart
5. An activity plan
6. An organizational chart
7. An issue discussion
8. A trends analysis
9. A site visit report
10. A job search / Career plan

## 11. Components of a resort development consultants report.

The evaluation rubric for each assignment outlines the criteria against which that assignment will be evaluated. Generally, these criteria include on-time submission, appropriate format, professional presentation, originality, and the inclusion of all elements of the assigned task.

All assignments must be typed and presented in a professional format. Electronic versions of assignments will only be accepted when that form is specifically requested by the instructor or approved in advance of the submission deadline. Electronic documents will not be accepted as late submissions or in conjunction with an unexcused absence.

Unless otherwise stipulated, assignments must be submitted in-person at the beginning of the class period (9:00 a.m.) on the date it is due. Assignments submitted later that day (but earlier than 4:30 p.m.) are eligible for no more than 70% of the grading point value of the assignment. Assignments will not be accepted after 4:30 p.m. on the due date. Excused absence does not necessarily change submission deadlines, but may be considered in negotiating an appropriate accommodation (if necessary). Opportunities to complete exams or submit assignments on other than scheduled or due dates/times, or to participate in other learning activities or receive tutoring necessitated by absence from class will only be provided if the absence is excused by the instructor.

Additional assignments will not be given solely for the purpose of improving grades already given. Students may request additional non-graded assignments to improve their learning experience.

### **Other Requirements**

Students must follow the university policy stating that all sound emitting and communication devices shall be turned off during class meetings unless otherwise authorized by the instructor. Text messaging, emailing, and using social media during class is considered unprofessional and inappropriate.

Students must arrive on-time for the mid-term and final exams. Admission to the exam will not be granted later than 15 minutes after the exam begins.

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 and participation are key elements to a successful learning experience. Beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue an 'F' grade if, after written warning, the student's absence or tardiness continues at a level that constitutes 'non-participation'.

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 tablets, smart phones, music players, and similar devices is also prohibited. Violation of this

policy will result in an ‘absence’ for the class period during which the violation occurs and may be considered as part of non-participation (see above).

## Grading

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

480 -500+	A+	(A grades indicate <u>excellent</u> performance on evaluated items)
465 to 479	= A	
450 to 464	= A-	(B grades indicate <u>very good</u> performance on evaluated items)
430 to 449	= B+	
415 to 429	= B	(C grades indicate <u>adequate</u> performance on evaluated items)
400 to 414	= B-	
370 to 399	= C+	(a D grade indicates <u>marginal</u> performance on evaluated items)
350 to 369	= C	
300 to 349	= D	(an F grade indicates <u>unacceptable</u> performance on evaluated items)
299 and below	= F	

### • Evaluated Items

1. Unit Tests (4x25 points)
2. Midterm Exam (100 points) [Scheduled for Thursday, October 4th at 9:00 a.m.]
3. Assignments (150 points)
4. Final Examination (125 points) [Scheduled for Thursday, December 14 at 7:30 a.m.]
5. Professionalism [see rubric] (25 points)

### Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times. Part of the grade for this course is based on professional conduct.(see grading rubric)

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

### Class Schedule

DATE TOPIC			READINGS/ASSIGNMENT DUE
28, 30	Aug	<b>Class meetings:</b> Introduction. The Resort Concept. History	Gee Ch. 1 & 2 (pp. 3-66)

4, 6	Sep	<i>No class meeting Sept 4 (Online Module)</i> <b>Class meeting:</b> Survey: Historic properties. (West Baden Springs / Mohonk Mountain House	Assignment #1 [25 points] (Sep 6) Submit as e-mail attachment.
11, 13	Sep	<i>No class meetings Sept 11 &amp; 13 (Online Modules)</i> Resort Development	Gee Ch. 3 & 4 (pp. 71-142) Unit Test #1 [25 points] (Sep 13) on Blackboard.
18, 20	Sep	<i>No class meetings Sept 18 &amp; 20 (Online Modules)</i> First Resort: Consultant Simulation	First Resort Briefing Book
25, 27	Sep	<i>No class meetings Sept 25 &amp; 27 (Online Modules)</i> Survey: Niche Resorts (Dude Ranches, Gaming Resorts, Religious Retreats, Entertainment Resorts)	Assignment #2 [50 points] (Sep 27) Submit by email attachment.
2, 4	Oct	<b>Resume class meetings:</b> Major Recreation Activities and Facilities <b>MID TERM EXAM 9:00 - 10:15 a.m.</b>	Gee Ch. 6 (pp. 181 -225) MID TERM EXAM [100 points] (Oct 4)
9, 11	Oct	<i>No class meeting – Tues, Oct 9</i> Resort Management –Organizational Structure, Staffing, Careers	Gee Ch. 7 (225 –288)
16, 18	Oct	Local resorts	Guest lecturers / Field trip Assignment #3 [25 points] (Oct 18)
23, 25	Oct	Front of the House Management	Gee Ch. 8 (pp. 289 –336) Unit Test #2 [25 points] (Oct 25)
30, 1	Oct Nov	Survey: Spas, Lifestyle Resorts, Business Retreats	Assignment #4 [25 points] (Oct 30)

6, 8	Nov	Heart of the House Management	Gee Ch. 9 (pp. 337 –373)
13, 15	Nov	Guest Services: Recreation Activities	Unit Test #3 [25 points] (Nov 13)
20, 22	Nov	Heart of the House Management No class meeting Nov 22 (Thanksgiving)	Gee Ch. 10 (pp. 375 –417)
27, 29	Nov	Survey: Family Resorts, Cruises, Eco Resorts, Waterpark Resorts, Shopping Resorts.	Assignment #5 [25 points] (Nov 27) Unit Test #4 [25 points] (Nov 29)
4, 6	Dec	Selected Management Topics	Gee Ch. 11 (pp. 419 –499)
13	Dec	<b>FINAL EXAM 7:30 - 10:15 a.m.</b>	<b>FINAL EXAM [125 points] (Dec 13)</b>

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

### Important Dates

Tuesday, August 28	First day of class (9:00 a.m.)
Thursday, October 4	Mid-Term Exam
Tuesday, October 9	No Tuesday classes. No class meeting
November 22	Thanksgiving Recess (no class meeting)
Thursday, December 6	Last class meeting
Thursday, December 13	Final Exam (7:30 –10:15 a.m.)

### 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>

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