

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

**TOUR 301 – Hotel Management**

**3 Credit Hours - Fall 2019**

**L019 Thompson Hall**

**FACULTY:**

Professor: Paul Magnant “Chef Paul”  
Office Hours: By Appointment  
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**Preferred method of communication is through email. I pledge to respond within 48 hours.**

PREREQUISITES: TOUR 230

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**UNIVERSITY CATALOG COURSE DESCRIPTION:**

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

**COURSE OVERVIEW:**

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

**COURSE DELIVERY METHOD:**

Welcome to TOUR 301 Hotel Management! This is a 15 week classroom lecture course. There may be sparse use of Blackboard from time to time. We will meet once a week on Wednesday from 1:30 pm until 4:30 pm. I typically use all of the lecture time for each week with one or two breaks depending on the material and our productivity together.

**LEARNER OUTCOMES:**

Upon completion, students will have an understanding of the basic functions of hotel operating departments and the definition of common terms and concepts used within the industry, as well as exposure to recent trends in the hotel business as seen by local hotel leaders.

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

1. Provide exposure to the various segments and consumer needs within the lodging industry.
2. Demonstrate an understanding of hotel property franchising.
3. Articulate the role of each of the major departments in a hotel.
4. Calculate fundamental operating statistics related to hotels.
5. Prepare and explain a room forecast.
6. Develop a service blueprint of a typical stay.

**PROFESSIONAL STANDARDS:**

Students are expected to exhibit professional behaviors and dispositions at all times. Students are expected to follow courteous Internet etiquette.

**REQUIRED READINGS:**

O’Fallon, Michael J. & Rutherford, Denney G. (2011), *Hotel Management and Operations*, 5<sup>th</sup> ed., Wiley & Sons Inc. ISBN # 978-0-470-17714

**COURSE PERFORMANCE AND EVALUATION:**

Class will be a combination of instructor lectures, interactive class discussions, and in-class activities. You will be required to complete assigned readings and homework prior to class sessions during which those assignments are examined. *Assignments are due on BB at the beginning of class of the specified due date.*

**CLASS ATTENDANCE AND 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.

**DUE DATES:**

Assignments are due in class at the beginning of class on the specified due date and, if submitted after that time will be counted as late. No credit is given for late work.

**PROFESSIONAL DISPOSITIONS**

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

**Grading Composition**

<b>Deliverable</b>		<b>Percentage of Grade</b>
Attendance/Participation		10
Exam #1	Chapters 1 through 3	15
Exam #2	Chapters 4 through 6	15
Exam #3	Chapters 7 through 9	15
Hotel Team Project	Due on 11/20/18 in class	20
Final Exam	Cumulative of all class material	25

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

## 1 GRADING SCALE:

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

## ASSIGNMENT DESCRIPTION AND GRADING RUBRICS:

### Participation:

Participation in this class constitutes 10% of the grade and is required as this will contribute to the content quality of the class as well as to your intellectual benefit from it. Participation in class discussion is very important. Please prepare for class by reading the assigned material. Your grade for class participation will be based on my judgment of the consistency with which you *participate constructively* in class discussion and activities. Please note that class discussion includes interacting with your classmates. When I am leading case discussions, I may call upon students for input or answers to questions stemming from the lecture. Please be prepared for this.

### Exams:

These three exams make up 45% of the grade. They are constructed by the author of the text-book and instructor. Further, the questions will cover any material covered in class as well as text-book material. The number of questions for the exams will vary depending on the subject matter to be assessed and will likely be 25 to 35 questions (depending on chapter lengths and content).

### Hotel Group Project:

The Group Project will make up 20% of the grade. The project will be introduced the first week of class. Your group will contact a local hotel and interview an executive committee member. Include the interview questions (and their sources) and a copy of the thank you letter and the addressed and stamped envelope written to the manager as an appendix.

Establishing yourselves in groups of 4 to 5 prepare a Power Point Presentation of no more than 15 slides using the criteria below. Each member of the team must present an equal number of slides during the presentation. Professional dress is expected for the presentation. A periodic check on progress will be listed on the semester schedule.

1. Introduction - Describe location, size, type of property and major market segments.
2. Chain of command for the hotel property including all the major departments - a hotel organization chart would be helpful here but be sure to describe verbally the key "Chain of Command" relationships.
3. Identify the department as either a cost or profit center. Describe the major expense or revenue components.
4. Describe the functional relationships and tasks of the department under study. (What do they do?)
5. Describe the department's contribution to the hotel's marketing strategies. Be sure to include aspects of both internal and external marketing activities (at least 3 of each).
6. Conclusion of what principles and theories you have learned from textbook and class that were specific to the department you analyzed. How does theory work in practice?

**Final Exam:**

The final exam will make up 25% of the grade. The final exam will be cumulative to all course materials.

**Note:**

Missing any exam leads to an F for the exam 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 and supported by verifiable documentation. The decision is the sole discretion of the professor.

**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/>).

**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://coursesupport.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/>.

**STUDENT SERVICES:**

University Libraries provides resources for distance students. See <http://library.gmu.edu/distance>

**Writing Center**

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>]. You can now sign up for an Online Writing Lab (OWL) session just like you sign up for a face-to-face session in the Writing

Center, which means YOU set the date and time of the appointment! Learn more about the [Online Writing Lab \(OWL\)](#) (found under Online Tutoring).

### Counseling and Psychological Services

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>].

### Family Educational Rights and Privacy Act (FERPA)

The Family Educational Rights and Privacy Act of 1974 (FERPA), also known as the "Buckley Amendment," is a federal law that gives protection to student educational records and provides students with certain rights. [See <http://registrar.gmu.edu/privacy>].

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

### Course Schedule:

Week	Date	Topic	Chapter Read Ahead Assignment	Homework
1	8/28	Course introduction		
2	9/4	The Overview of Hotel Operations	1 (1-55)	Project Teams Posted on BB
3	9/11	Hotel Organization Structure	2 (69-86)	
4	9/18	The General Manager	3 (89-115)	Project Draft # 1 on BB
5	9/25	<b>Exam # 1</b>		
6	10/2	Rooms Operations	4 (120-150)	
7	10/9	Housekeeping, Engineering & Security	5 (167-231)	Project Draft # 2 on BB
8	10/16	Food and Beverage	6 (246-294)	
9	10/23	<b>Exam # 2</b>		
10	10/30	Marketing and Associated Activities	7 (306-356)	Project Draft # 3 on BB
11	11/6	Financial Control and Information Mgt.	8 (371-409)	
12	11/13	Human Resources Policy Mgt.	9 (433-466)	
13	11/20	<b>Exam # 3</b> <b>Present Project (15 minutes each grp)</b>		
14	11/27	Holiday! Have Fun and Be Safe!		
15	12/4	Final Review on BB		
	12/12	<b>Final Exam From 1:30 to 4:15</b>		

*Note: Faculty reserves the right to alter the schedule as necessary.*