GEORGE MASON UNIVERSITY
College of Education and Human Development
Hospitality, Tourism and Event Management

TOUR 230 - Introduction to Hospitality Management (3 credits)
Spring 2020 On-line

FACULTY

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PREREQUSITES: 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:

Welcome to TOUR 230 - Introduction to Hospitality Management! This is a 15-week online course, which **will be conducted exclusively on-line on Blackboard (BB).** You will have 100% on-line delivery of the class material and examinations through Blackboard (BB). Students are required to spend time studying individually, but are also encouraged to work collaboratively with other students on assignments, projects and other learning activities. Working online requires dedication and organization. Students must check their GMU email and BB announcement messages on a **daily basis** and communicate any questions or problems that might arise promptly. In our online learning community, we must be respectful of one another. Please be aware that innocent remarks can be easily misconstrued. Sarcasm and humor can be easily taken out of context. When communicating, please be positive and diplomatic. I encourage you to learn more about Netiquette.

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. The course is taught in weekly increments (Week 1 through Week 15), **starting on Tuesdays and ending at 11:59pm on Mondays**. The course is **running from Tuesday, January 21 through Monday, May 6, 2019**. Please review the Course Schedule and input assignment due dates into your personal organizer to help you plan your work for the semester.

Technical Requirements:

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with standard up-to-date browsers. To get a list of Blackboard's supported browsers see: https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#supported-browsers

- To get a list of supported operation systems on different devices see: https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#tested-devices-and-operating-systems

- 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 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: [Add or delete options, as desire.]
  - Adobe Acrobat Reader: https://get.adobe.com/reader/
  - Windows Media Player: https://support.microsoft.com/en-us/help/14209/get-windows-media-player
  - Apple Quick Time Player: www.apple.com/quicktime/download/

Expectations:

Course Week: Asynchronous (online) courses do not have a "fixed" meeting day, our week will start on Tuesdays, and finish on the following 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 daily each 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. The professor will track this participation.

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. 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 review their postings and responses carefully, 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 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.

REQUIRED TEXTS:

1. Walker, J. R. (2017). *Introduction to hospitality (7th Ed.).* Boston, MA: Pearson Education Inc.
2. In addition to the text, I may be using some supplemental readings throughout the semester. The supplemental readings will help you become aware of the latest information in this constantly evolving field.

POPULAR HOSPITALITY ACADEMIC JOURNALS:

Cornell Hospitality Quarterly
Foodservice & Hospitality
International Journal of Contemporary Hospitality Management
International Journal of Hospitality Management
International Journal of Hospitality & Tourism Administration
Journal of Hospitality and Tourism Management
Leisure & Hospitality Business
Lodging Hospitality
Restaurant Hospitality

HOSPITALITY RELATED WEBSITES:

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
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

COURSE PERFORMANCE EVALUATION:

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

Item	Brief Description and Due Date	%
Attendance and Participation	Please see details below. Attendance is the same as Discussion Board Forum participation.	20
Group Project	Please see DBF-Group Project details below. **Teams will present, as assigned by the instructor beginning week 3.**	10
Midterm Exam	Please see details below. **Due by 11:59 pm on Monday, March 8**	20
Mini-Practicum Project (Fieldwork)	Please see details below. **Due by 11:59pm on Monday, May 6.**	20
Final Exam (Cumulative)	Please see details below. **Due by 11:59 pm on Sunday, May 11**	30
	TOTAL:	**100**

Note: Faculty reserves the right to change the requirements for these assignments. Assignment types, due dates, and workload are non-negotiable. Fieldwork experience is required.

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		

ASSIGNMENT DESCRIPTION AND GRADING RUBRICS:

Participation:
Participation in this class constitutes 20% 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. This will be evaluated by your entries on the Discussion Board each week a Team presents. **If you do not participate you will receive a 0 for the week. Example: if you participate in 5 of the 10 discussion board forums that would be 50% and you would earn 10 of the possible 20 points.** Further, participation in the DB Forums is the only way to register attendance in the course. The deadline for posting your comments each week is each Wednesday by 11:59 pm. This will allow the presenting team to respond to your postings before the week ends on Friday at 11:59 pm. **Late submissions will be counted as a zero (0**).

Midterm and Final Exams:
These two exams make up 50% of the grade. They are constructed by the author of the text-book and will cover only text-book material. The number of questions for the midterm exam will be between 40-50 questions (depending on chapter length and content). The final exam will be approximately 50 questions and cumulative. *These tests will be timed and must be completed in one sitting.* Missing a test 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 a physician's note.

Group Project – DB Facilitation:
The Group Project represents 10% of the grade. You will be assigned to a team of other students by the instructor. Listed below are the specific instructions. If you do not understand something email the instructor with your question.
   (1) Selecting an article related to the reading assigned for the week;
   (2) Presenting the exact academic reference, copy of the article and the weblink (if any) for this article in APA style;
   (3) Sharing your personal impressions from that article;
   (4) Posting two questions for the class based on the article's content; and facilitating a class discussion on the question responses or general impressions from the article. Facilitating the discussion means that you will reply to each student's answer to your questions. Further the response must be thoughtful and insightful relative to the topic. Responding with a response that says…" I like your statement" is not enough. A guideline is approximately 200 words. This will be measured each week by the instructor in terms of how many responses you post to the Discussion Board on your week of submission.

Example: if you each respond to 5 of the 10 other students then that is 50% performance and would yield you 5 of the 10 points possible. The article should be from an academic journal of your choice (you may see a list of possible journals in the Syllabus or below the course calendar in the word version of the syllabus).

(5) 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.

(6) Both team members must respond to each student's submission after the instructor has posted on the DBF.

Teams, must submit; 1)a link to the article, 2)two questions about the article to stimulate discussion and 3)two questions from the chapter in the textbook that week to me via email all discussion forums by Friday night at 11:59 pm on the week preceding the week of your facilitation. I will post the forums in BB after review.

Individual Job Shadow Project:

This assignment will comprise 20% of the grade. This will include a personal/individual field trip shadowing of a hospitality manager in any department of a hotel for a day of their work week. A minimum amount of time expected is five hours. Contact information for the manger (Name, phone, email) must be included for verification purposes. 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 hotel with the above request. Please see the detailed Shadowing Report 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 may be utilized in this document). An **Individual Practicum Project Rubric** is provided in *Syllabus and Documents* on BB.

SHADOWING REPORT DETAILED INSTRUCTIONS:

1. Identify a professional hospitality manager who is currently working full time in the hotel industry locally. You may NOT use a member of your family. You may NOT use your place of employment or past employment.

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 5-page (minimum, not including title page or bibliography page), double-spaced paper describing your experience, focusing on what you learned in the process. Following are specific instructions:
    A. Name, title, department, address and phone number of the hospitality manager (on cover page along with your name, etc.)
    B. A brief introduction, explaining the type of hotel you have chosen, the amenities and services it provides.

C. 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?
D. 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.
E. 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.

Professional Dispositions:
Students are expected to exhibit professional behaviors and dispositions at all times. Students are expected to follow courteous Internet etiquette. See https://cehd.gmu.edu/students/polices-procedures/

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/.

COURSE SCHEDULE

WK	DATES	TOPIC	DELIVERABLES
1	Tuesday-1/21 Monday-1/27	Team Selection Syllabus Introducing Hospitality	Chapter 1 Personal Introductions Due Team Assignments Begin
2	Tuesday-1/28 Monday-2/3	The Hotel Business	Chapter 2
3	Tuesday-2/4 Monday-2/10	Room Division Operations	Chapter 3 Team 1 Facilitation Week
4	Tuesday-2/11 Monday-2/17	Food and Beverage Operations	Chapter 4 Team 2 Facilitation Week
5	Tuesday-2/18 Monday-2/24	Beverages	Chapter 5 Team 3 Facilitation Week
6	Tuesday-2/25 Monday-3/2	The Restaurant Business	Chapter 6 Team 4 Facilitation Week
7	Tuesday-3/3 Monday-3/9	Restaurant Management	Chapter 7 Midterm Exam Due by 11:59 pm 3/8
8	Tuesday-3/10 Monday-3/16	No Classes	(Spring Break Week)
9	Tuesday-3/17 Monday-3/23	Managed Services	Chapter 8
10	Tuesday-3/24 Monday-3/30	Tourism	Chapter 9 Team 5 Facilitation Week
11	Tuesday-3/31 Monday-4/6	Recreation, Attractions, and Clubs	Chapter 10 Team 6 Facilitation Week
1	Tuesday-4/7 Monday-4/13	Gaming Entertainment	Chapter 11 Team 7 Facilitation Week
1	Tuesday-4/14 Monday-4/20	Meetings, Conventions, and Expositions	Chapter 12 Team 8 Facilitation Week
1	Tuesday-4/21 Monday-4/27	Special Events	Chapter 13 Team 9 Facilitation Week

1	Tuesday-4/28 Course ends at 11:59pm on Monday, 5/4	Leadership and Management	Chapter 14 Team 10 Facilitation Week Shadowing Report Due May 6 at 11:59pm Final Exam is due 5/11/19 by 11:59

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

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GMU Policies and Resources for Students:

Policies:

- Students must adhere to the guidelines of the Mason Honor Code (see https://catalog.gmu.edu/policies/honor-code-system/).

- Students must follow the university policy for Responsible Use of Computing (see https://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 https://ds.gmu.edu/).

- Students must silence all sound emitting devices 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 https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/.

- For information on student support resources on campus, see https://ctfe.gmu.edu/teaching/student-support-resources-on-campus

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:

As a faculty member, I am designated as a "Responsible Employee," and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason's Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason's confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason's Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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