

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

TOUR 301-002 – Hotel Management

3 Credit Hours - Fall 2020

On-Line

FACULTY:

Professor: Paul Magnant “Chef Paul”
Office Hours: By Appointment
Office Location: 211-A Krug Hall
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Email Address: pmagnant@gmu.edu

Preferred method of communication is through email. I pledge to respond within 48 hours.

PREREQUISITES: TOUR 230

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 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.

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 Mondays. A complete course schedule is posted in the Syllabus Tab of BB for your review.**

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 normally have a “fixed” meeting day, our week will start on **Mondays**, and finish on the following **Mondays**.

Video Calls: We will have a one hour video call on Zoom or BB Ultra for every chapter we cover. Please see the schedule for dates and times.

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 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:

Stutts A.T., Wortman, J.F., (2006). *Hotel and lodging management an introduction*, 2nd Ed. NJ: Wiley ISBN 978-0-471-47447-0

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.*

PROFESSIONAL DISPOSITIONS

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

Grading Composition

Deliverable		Percentage of Grade
Quizzes		10
Homework/ Graphic Organizers		20
Exam #1		10
Exam #2		10
Exam #3		10
Hotel Team Project		20
Final Exam	Cumulative of all class material	20

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

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:

Quizzes (10%)

An unscheduled quiz will be distributed at the beginning of class covering the assigned text book reading. Once a quiz is turned into the instructor as completed no further quizzes will be given out. Quizzes cannot be made up.

Progress Exams: (30%)

There are three progress exams that will be combined to make up 30% 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.

Homework and Graphic Organizers (20%)

You are required to complete the homework assignment based on both the viewing assignments and the lectures. The Graphic Organizers are to be completed in advance by the student and posted on BB before the video lecture begins.

Final Exam (20%)

The Final Exam will be cumulative.

Hotel Group Project: (20%)

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 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?

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/>

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/>

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 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>].

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/> .

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