Syllabus

Course Information	TOUR 330: Resort Management Location: Distance Education/Blackboard
Instructor	Dr. Russell E. Brayley Virtual Office Hours by appointment.
Course Description	This course examines all aspects of resort operations, with a 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. In addition, you'll survey effective practices in the management of resort recreation enterprises, examine basic resort operations including front desk, food and beverages, amenities, and housekeeping. Finally, you'll cover the 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 Objectives	Upon completion of the course, students will be able to: 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.

Course Methodology	The class format will combine reading, lectures, presentations, and other learning tools. The class will be interactive and require every student to be engaged in the classroom discussion and assignments. In addition to the lectures, screencasts and timely completion of assignments, every student will be expected to be an active participant and a dedicated individual applying what you learn to every element of the course work.
Required textbook(s) and/or materials	Required Text: 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
Computer Requirements	**Hardware:** You will need access to a Windows or Macintosh computer with at least 2 GB of RAM and access to a fast and reliable broadband internet connection (e.g., cable, DSL). A larger screen is recommended for better visibility of course material. You will need speakers or headphones to hear recorded content and a headset with a microphone is recommended for the best experience. For the amount of Hard Disk Space required taking a distance education course, consider and allow for: 1. the storage amount needed to install any additional software and 2. space to store work that you will do for the course. If you consider the purchase of a new computer, please go to Patriot Tech to see recommendations. **Software:** This course uses Blackboard as the learning management system. You will need a browser and operating system that are listed compatible or certified with the Blackboard version available on the myMason Portal. See supported browsers and operating systems. Log in to myMason to access your registered courses. Online courses typically use Acrobat Reader, Flash, Java, and Windows Media Player, QuickTime and/or Real Media Player. Your computer should be capable of running current versions of those applications. Also, make sure your computer is protected from viruses by downloading the latest version of Symantec Endpoint Protection/Anti-Virus software for free here. **Note:** If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.
Course Website	Blackboard 9.1 will be used for this course. You can access the site at http://mymasonportal.gmu.edu. Login and click on the "Courses" tab. You will see TOUR 330. **Note**: Username and passwords are the same as your Mason email account. You must have consistent access to an internet connection in order to complete the assignments in this course through Blackboard (http://mymason.gmu.edu). Note the technology requirements for The

	College of Education and Human Development in your Blackboard course menu—it contains details of minimum technology requirements.
Participation	Learning can only happen when you are playing an active role. It is important to place more emphasis on developing your insights and skills, rather than transmitting information. Knowledge is more important than facts and definitions. It is a way of looking at the world, an ability to interpret and organize future information. An active learning approach will more likely result in long-term retention and better understanding because you make the content of what you are learning concrete and real in your mind. Although an active role can look differently for various individuals, it is expected in this class that you will work to explore issues and ideas under the guidance of the professor and your peers. You can do this by reflecting on the content and activities of this course, asking questions, striving for answers, interpreting observations, and discussing issues with your peers.

Rules and Expectations	In correspondence/communication students will be expected to:
	  a) Be professional and respectful in correspondence
	  b) Make reasonable requests of the instructor. I will be happy to clarify course material and answer legitimate questions; however, please exhaust other information sources (e.g., syllabus, Blackboard) for answering your question before contacting me and remember, "Poor planning on your part does not constitute an emergency on my part"
	
	In regard to honesty in work, students will be expected to:
	  a) Review the University integrity and honesty policies in the student handbook for guidelines regarding plagiarism and cheating (summarized below). I will gladly clarify my stance on any questionable or "grey area" issues you may have.
	  b) Refrain from dishonest work as it will receive a minimum penalty of zero on the assignment and a maximum penalty of a zero for the course with a report to the Honor committee. The GMU Honor Code requires that faculty submit any suspected Honor Code violations to the Honor Committee. Therefore, any suspected offense will be submitted for adjudication.

Mason Honor Code	**The complete Honor Code is as follows:** *To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code:* **Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.** *(From the Catalog – catalog.gmu.edu)*

Cheating Policy	Any form of cheating on an activity, project, or exam will result in zero points earned. "Cheating" includes, but is not limited to, the following: reviewing others' exam papers, having ANY resources utilized when not allowed, collaborating with another student during an individual assignment. If you have questions about when the contributions of others to your work must be acknowledged and appropriate ways to cite those contributions, please talk with the professor or utilize the GMU writing center.
Plagiarism and the Internet	Copyright rules also apply to users of the Internet who cite from Internet sources. Information and graphics accessed electronically must also be cited, giving credit to the sources. This material includes but is not limited to e-mail (don't cite or forward someone else's e-mail without permission), newsgroup material, information from Web sites, including graphics. Even if you give credit, you must get permission from the original source to put any graphic that you did not create on your web page. Shareware graphics are not free. Freeware clipart is available for you to freely use. If the material does not say "free," assume it is not. Putting someone else's Internet material on your web page is stealing intellectual property. Making links to a site is, at this time, okay, but getting permission is strongly advised, since many Web sites have their own requirements for linking to their material. Review the Honor Code here.
Individuals with Disabilities	Students with documented disabilities should contact the Office of Disability Services (703) 993-2474) to learn more about accommodations that may be available to them. *(From the 2019-2020 Catalog – catalog.gmu.edu)*
Academic Integrity and Inclusivity	This course embodies the perspective that we all have differing perspectives and ideas and we each deserve the opportunity to share our thoughts. Therefore, we will conduct our discussions with respect for those differences. That means, we each have the freedom to express our ideas, but we should also do so keeping in mind that our colleagues deserve to hear differing thoughts in a respectful manner, i.e. we may disagree without being disagreeable. http://oai.gmu.edu/
Student Privacy Policy	George Mason University strives to fully comply with FERPA by protecting the privacy of student records and judiciously evaluating requests for release of information from those records. Please see George Mason University's student privacy policy https://registrar.gmu.edu/students/privacy/
E-Mail Policy	Web: masonlive.gmu.edu Mason uses electronic mail to provide official information to students. Examples include notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback.

	Students are responsible for the content of university communication sent to their Mason e-mail account and are required to activate that account and check it regularly. Students are also expected to maintain an active and accurate mailing address in order to receive communications sent through the United States Postal Service. *(From the 2017-18 Catalog – catalog.gmu.edu)*
Course Grading & Evaluation	Grades will be assigned as follows: 480-500 = A+ 465-479 = A (A grades indicate excellent performance on evaluated items.) 450-464 = A- 430-449 = B+ 415-429 = B (B grades indicate very good performance on evaluated items.) 400-414 = B- 370-399 = C+ 350-369 = C (C grades indicate adequate performance on evaluated items.) 300-349 = D (D grades indicate marginal performance on evaluated items.) 299 and below = F (an F grade indicates unacceptable performance on evaluated items.)
Discussions– 0%	Your challenge is to immerse yourself in the topics and perspectives presented in the course. You will be invited to comment on the different topics by posting to the Discussion Board. You are encouraged to make notes on your own thoughts about the various concepts and issues, and consider possible issues/outcomes. Your posts should be to the point and include sufficient technical detail for others to respond, if they choose. You should present your opinions but justify them with facts and proper sources. What did you disagree with and why, or not understand?
Assignments – 35%	Each assignment is required to be uploaded to Blackboard. Assignments are due by 9:00 a.m. ET on the stated due date. Refer to the course schedule and weekly overviews for details.
Exams – 65%	There will be 4 Unit Tests (see class schedule), a Mid-Term, and a Final Exam.
Final Project – 0%	There is no Final Project, but Assignment #3 should be given the attention and effort that is expected for a major project.
Need Help? Utilize the "Course Q&A" discussion forum or email your instructor directly.	

Expect to work 4-5 hours per week on assignments for this course.

All assignments are due by 9:00 a.m. on the indicated due date. Late assignments will not be accepted. Plan to submit your assignments well before the deadline.

To help you manage your schedule and time to complete the assignments in this course, please follow the recommended timeline below. If you have a question or concern or encounter a problem about an assignment, please contact me immediately so we can discuss and work out a resolution.

Weeks	Lessons	Assignments
Week 1 Aug 24-28	**Lesson 1:** Introduction Resort Concept History	• Read Chapters 1 and 2 • Participate in the Online Discussion • Participate in the Online Lectures • Begin Lesson 1 Assignment
Week 2 Aug 31 – Sep 4	**Lesson 1:** Survey: Historic Properties	• Participate in the Online Lectures • Complete and Submit Assignment #1 (Thurs)
Week 3 Sep 9-11	**Lesson 2:** Planning and Development I	• Read Chapters 3 and 4 • Participate in the Online Lectures • Complete Unit Test #1 (Thurs)
Week 4 Sep 14-18	**Lesson 2:** Planning and Development II First Resort	• Review the First Resort Briefing Book • Participate in the Online Lectures • Complete and Submit Assignment #2 (Tues)
Week 5 Sep 21-25	**Lesson 3:** Survey: Niche Resorts I	• Participate in the Online Lectures • Complete and Submit Assignment #3 (Thurs)
Week 6 Sep 28- Oct 2	**Lesson 4:** Organization Facilities and Activities	• Read Chapter 6 • Participate in the Online Lectures
Week 7 Oct 5-9	**Lesson 5:** Human Resources	• Read Chapter 7 • Participate in the Online Lectures (Tues. only) • Take the Mid-Term Exam (Thurs)
Week 8 Oct 12-16	**Lesson 6:** Resort Realities	• FALL BREAK – No Online Lectures on Tuesday • Participate in Guest Lecture on Thursday
Week 9 Oct 19-23	**Lesson 7:** Front of House Management	• Read Chapter 8 • Participate in the Online Lectures • Take Unit Test #2 (Thurs)
Week 10 Oct 26-30	**Lesson 8:** Survey: Niche Resorts II	• Participate in the Online Lectures • Complete and Submit Assignment #4 (Thurs)

Week 11 Nov 2-6	**Lesson 9a:** Heart of House Management I	• Read Chapter 9 • Participate in the Online Lectures
Week 12 Nov 9-13	**Lesson 10:** Guest Services (Recreation)	• Participate in the Online Lectures • Complete and Submit Assignment #5 (Tues) • Take Unit Test #3 (Thurs)
Week 13 Nov 16-20	**Lesson 9b:** Heart of House Management II	• Read Chapter 10 • Participate in the Online Lectures • Complete and Submit Assignment #6 (Thurs)
Week 14 Nov 23-25	**Lesson 11:** Survey: Niche Resorts III	• Participate in the Online Lectures (Tues. only) • Take Unit Test #4 (Tues) • Thanksgiving Recess
Week 15 Nov 30 –Dec 4	**Lesson 12:** Management Topics	• Read Chapter 11 • Participate in Online Lectures