

**George Mason University**  
**College of Education and Human Development**  
School of Sport, Recreation and Tourism Management  
Tour 301 – Hotel Management  
3 credits, Spring 2022  
Online

**Faculty**

Name: Dr. Naehyun (Paul) Jin  
Office Hours: M&W 11:45 – 12:45 a.m. or by appointment  
Office Location: **Fairfax:** Krug Hall, 213 A  
Office Phone: 703-993-7785  
Email Address: njin@gmu.edu

**PREREQUISITES/COREQUISITES**

Tour 230

**COURSE DESCRIPTION:**

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

**COURSE OBJECTIVES:**

1. Categorize major brands and segments of hotels;
2. Demonstrate an understanding of hotel property franchising;
3. Articulate the role of each of the major departments of a hotel;
4. Calculate fundamental operating statistics related to hotels;
5. Prepare and explain a room forecast; and
6. Develop a service blueprint of a typical stay

**COURSE OVERVIEW:**

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

**NATURE OF COURSE DELIVERY:**

Teaching and learning will be done using the combination of the traditional face-to-face instruction formats, a field trip, and hands-on group and individual projects. Students are required to spend time studying individually, but are encouraged to work collaboratively with other students on assignments, projects and other learning activities.

**REQUIRED READINGS:**

Hayes, David K., Ninemeier, Jack D., & Miller, Allisha A. (2017) *Foundations of Lodging Management (3rd ed.)*. Prentice Hall. ISBN: 978-0-13-256089-4

**EVALUATION:**

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

Grade	Total Score (Percentage)	Grade	Percentage
A+	485-500 (97.0-100%)	C+	385-399 (77.0-79.9%)
A	470-484 (94.0-96.9%)	C	370-384 (74.0-76.9%)
A-	450-469 (90.0-93.9%)	C-	350-369 (70.0-73.9%)
B+	435-449 (87.0-89.9%)	D	300-349 (60.0-69.9%)
B	420-434 (84.0-86.9%)	F	Below 300 (Below 60%)
B-	400-419 (80.0-83.9%)		

**COURSE REQUIREMENTS:**

Activity	Point	Percentage
Attendance & Participation	50	10%
Two Exams (100 points each)	200	40%
One Group Project (Hotel Management)	125	25%
Hotel Visit Report	25	5%
One Individual Assignment	50	10%
Five In-Class Quizzes	50	10%
<b>Total</b>	<b>500</b>	<b>100%</b>

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.

**TENTATIVE COURSE SCHEDULE:**

WEEK	DATE	TOPIC	READING DUE
1	Jan 28 – Feb 4	Introduction; Overview; <b>Hotel Group Project -Team Selection</b> <b>Individual Assignment – Topic Selection</b>	Chapter 1
2	Feb 7 – Feb 11	Structure	Chapter 2 <b>Discussion 3, 4, 7 &amp; 10</b>
3	Feb 14 – Feb 18	Guest Service	Chapter 3 <b>Quiz 1</b> <b>Discussion 1,6 &amp; 8</b>
4	Feb 21 – Feb 25	Lodging Management <b>Hotel Decision for Group Project</b>	Chapter 4 <b>Discussion 1, 5, 6 &amp; 8</b>
5	Feb 28 – Mar 4	Staffing	Chapter 5 <b>Quiz 2</b> <b>Discussion 2 &amp; 4</b>
6	Mar 7 – Mar 11	Sales and Marketing	Chapter 7 <b>Discussion 1, 4 &amp; 6</b>
7	Mar 14 – Mar 18	<b>Spring Break</b>	
8	Mar 21 – Mar 25	<b>Mid-Term Exam</b>	
9	Mar 28 – Apr 1	Front Office <b>Group Project Work Session 1</b>	Chapter 6 <b>Discussion 2, 4 &amp; 7</b>
10	Apr 4 – Apr 8	Asset Management & Accounting	Chapter 12 <b>Discussion 1 &amp; 3</b>

			<b>Quiz 3</b>
11	Apr 11 – Apr 15	<b>Guest Speaker Lecture: Marketing and Human Resource</b>	
12	Apr 18 – Apr 22	House Keeping & Maintenance	Chapter 8: <b>Discussion 1, 4 &amp; 10</b> Chapter 9: Discussion <b>Discussion 2 &amp; 8</b> <b>Quiz 4</b> <b>Hotel Visit Report Due</b>
13	Apr 25 – Apr 29	Food Service/ Meeting Mgmt. F&B	Chapter 10: <b>Discussion 1 &amp; 6</b> Chapter 11: <b>Discussion 2 &amp; 6</b>
14	May 2 – May 5	<b>Group Project Presentation I</b>	<b>Hotel Project Paper Due</b> <b>Quiz 5</b>
15	May 11	<b>Final Exam</b>	

### **Attendance & Discussion:**

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. **If you do not participate you will receive a 0 for the week. To receive full points each week, 1) you need to join the discussion and respond back to at least two classmates for discussion and comments. 2) Provide at least either two comments or questions to industry news questions from presenters each week.** Further, participation in the DB Forums is the only way to register attendance in the course. The deadline for posting discussion questions (from the instructor) and industry news summary (from the assigned presenters) each week is each Wednesday by 11:59 pm. This will allow participants to respond to your postings before the week ends on Friday at 11:59 pm. **Late submissions will be counted as a zero (0).**

### **Quiz:**

Multiple Choice Quizzes and Vocabulary Quizzes comprise 10% of the grade in this class. They are constructed by the authors of the text book and will cover additional contents that were covered during classes. Missing a test leads to an F for this Quiz and will NOT be compensated with another change to receive a grade unless in the above mentioned circumstances.

### **Mid-Term and Final Exams:**

Questions are constructed by the authors of the text book and will cover additional contents that were covered during classes. A study guide, featuring the exact questions and the material location (in the book or additional lectures, articles, cases, and presentations), shall be provided a week before the exam.

### **Hotel Site Visit Report:**

- Hotel site visit will be scheduled for the class to tour a specific hotel and interact with the hotel's management team as a group
- Date/time will be announced well in advance in the class – **Plan on attending!**
- The visit will result in a written summary report of the experience for grade

### **Individual Assignment:**

A presenter will introduce a current event or interesting news related to the chapter of the day in hotel industry. The sources (Interview, Internet Information, Textbooks, Articles, Media, and so on) should be addressed in the reference part.

Then the presenter will lead a discussion based on the question in the assigned chapter.

- Introduce a discussion topic and generate discussion among audiences
- Summarize discussion and share your suggestions or thoughts with audiences
- The presentation should last about 10-12 minutes!

Choose your own topic area of interest if date slot is available. Use of Power Point is encouraged, other media also welcome; video, other technology, etc.

### **Group Project – Hotel Management:**

Detailed information will be provided during class. Each group will submit final report and make a 20- minute presentation describing their hotel project followed by 5-minute Q & A.

### **Course Material:**

Here is a brief list of some Internet resources you may find useful for your individual assignment and group project:

- Hotel World Network (HMM): [www.hotelworldnetwork.com](http://www.hotelworldnetwork.com)
- Hotel Business: [www.hotelbusiness.com](http://www.hotelbusiness.com)
- Hospitality Publications: [www.ahlei.org/content.aspx?id=21632](http://www.ahlei.org/content.aspx?id=21632)
- Hospitality Net: [www.hospitalitynet.org/news/index](http://www.hospitalitynet.org/news/index)
- Smith Travel Research: [www.strglobal.com](http://www.strglobal.com)
- PriceWaterhouseCoopers: [www.pwc.com/gx/en/hospitality-leisure/index.jhtml](http://www.pwc.com/gx/en/hospitality-leisure/index.jhtml)

### **Professional Dispositions**

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

### **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 <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](mailto: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, sexual harassment, interpersonal violence, and stalking:** As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, 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 or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

**All students are required to take the Safe Return to Campus Training prior to visiting campus:** it is, however, recommended for all Mason students, even those who are enrolled in fully online classes. Training is available in [Blackboard](#).

**Students are required to follow the university’s public health and safety precautions and procedures** outlined on the university Safe Return to Campus webpage.

**All students are required to be fully vaccinated by January 5, 2022, unless they received an approved exemption.** You should also have uploaded your vaccine documentation to the Health Services Patient Portal by January 5.

**The deadline to receive a booster and upload your documentation is February 15, 2022.**

**Everyone, even those who are fully vaccinated, must wear a face covering when inside university property (buildings and vehicles).** If you're unvaccinated, you must wear a mask outside, as well, when at an event or if physical distancing can't be maintained. Read the full face covering policy [here](#).

**All students in face-to-face and hybrid courses must also complete the Mason COVID Health Check daily,** seven days a week.

- You may not come to class if you receive a Yellow, Red, or Blue email response to the Mason COVID Health Check.
- You may only come to class if you receive a Green email response to the Mason COVID Health Check.
- You must quarantine and get tested if you receive a Blue email response, because you indicated that you recently traveled outside of the United States, are not fully vaccinated, or have not completed the required 7 to 10 day quarantine period for international travel.
- If you suspect that you are sick or have been directed to self-isolate, quarantine, or get testing do not go to class.
- Faculty are allowed to ask you to show them that you have received a Green email and are thereby permitted to be in class.

**Disability Services:** Students unable to participate in a course in the manner presented, either due to existing disability or COVID comorbidity risk, should seek accommodations through the Office of Disability Services.

Students may not, either individually or collectively, request permission to change the modality of a current course section due to COVID risks or concerns. If students are not comfortable with the modality of the course for which they are registered, they will need to register for a course offered in a different modality which better will accommodate their needs through the established drop/add process.

**Campus Closure:** If the campus closes or class is canceled due to weather or other concerns, students should check [Blackboard](#), Mason email, or the [Mason website](#) for updates on how to continue learning and information about any changes to events or assignments.

**Participation and Make-up Work:** CEHD instructors will work with students to find reasonable opportunities to make up class work or assignments missed due to documented illness. Begin by contacting your instructor for guidance. For further assistance, students may contact their program and the CEHD Office of Student and Academic Affairs (cehdsaa@gmu.edu).

### **Technology Requirements:**

- Activities and assignments in CEHD courses regularly use the [Blackboard](#) learning system. Students are required to have regular, reliable access to a computer with an updated operating system (recommended: Windows 10 or Mac OSX 10.13 or higher) and a stable broadband Internet connection (e.g., cable modem, DSL, satellite broadband) with a consistent 1.5 Mbps [megabits per second] download speed or higher.
- Additionally, CEHD course activities and assignments may regularly use web-conferencing software (e.g., Blackboard Collaborate or Zoom). In addition to the requirements above, students are required to have a device with a functional webcam and microphone. In an emergency, students can connect through a telephone call, but video connection is the expected norm.

### **Course Materials and Student Privacy:**

- All course materials posted to Blackboard or other course site are private; by federal law, any materials that identify specific students (via their name, voice, or image) must not be shared with anyone not enrolled in this class.
- Video recordings of class meetings that include audio or visual information from other students are private and must not be shared.
- Live Video Conference Meetings (e.g. Collaborate or Zoom) that include audio or visual information from other students must be viewed privately and not shared with others in your household.
- Some/All of your CEHD synchronous class meetings may be recorded by your instructor to provide necessary information for students in this class. Recordings will be stored on Blackboard [or another secure site] and will only be accessible to students taking this course during this semester.

### **Testing with LockDown Browser:**

CEHD courses may require the use of LockDown Browser and a webcam for online exams. The webcam can be built into your computer (internal webcam) or can be the type of webcam that plugs in with a USB cable (external webcam). Information on installing and using LockDown Browser may be found [here](#).

### **You will need the following system requirements for online exams:**

Windows: 10, 8, 7 Mac: OS X 10.10 or higher iOS: 10.0+ (iPad only) Must have a compatible LMS integration Web camera (internal or external) & microphone A reliable internet connection Prior to your first exam, you must install LockDown Browser following the step-by-step instructions linked above.

### **To ensure LockDown Browser and the webcam are set up properly, do the following:**

Start LockDown Browser, log into Blackboard and select your course. Locate and select the Help Center button on the LockDown Browser toolbar. Run the Webcam Check and, if necessary, resolve any issues or permissions your computer prompts. Run the System & Network Check. If a problem is indicated, see if a solution is provided in the Knowledge Base. Further troubleshooting is available through the [ITS Support Center](#). Exit the

Help Center and locate the practice quiz. Upon completing and submitting the practice quiz, exit LockDown Browser.

**When taking an online exam that requires LockDown Browser and a webcam, remember the following guidelines:**

Ensure you're in a location where you won't be interrupted. Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach. Clear your desk of all external materials not permitted — books, papers, phones, other devices. Before starting the test, know how much time is available for it, and that you've allotted sufficient time to complete it. Remain at your computer for the duration of the test. Make sure that your computer is plugged into a power source, or that battery is fully-charged. If the computer or networking environment is different than what was used previously with the Webcam Check and System & Network Check in LockDown Browser, run the checks again prior to starting the test.

**To produce a good webcam video, do the following:**

Do not wear a baseball cap or hat with a brim that obscures your face. Ensure your computer or tablet is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or any other surface where the device (or you) are likely to move. If using a built-in (internal) webcam, avoid tilting the screen after the webcam setup is complete. Take the exam in a well-lit room and avoid backlighting, such as sitting with your back to a window. Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

