

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

Tour 460 – Section 001 – Hotel Management
3 Credits, Spring 2023
Thursday 4:30 to 7:10pm, West 1008, Fairfax

Faculty

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Prerequisites/Corequisites

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, project and examination.

Course Delivery Method

Education and learning will be done using the combination of 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

Learner Outcomes or Objectives

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 customer 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.

Required Texts

Leadership and Management in the Hospitality Industry, Third Edition; Orlando, FL: American Hotel and Lodging Education Institute

Electronic Devices:

Cell phones must be turned off or silenced during class. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and/or Examinations**

In Class Group Activities & Case Studies: Related to chapters covered throughout the semester.

Quizzes: Questions based on material in the textbook from chapters covered that week.

Final Exam: Questions based on material in the textbook and will cover additional content that was covered in classes. A study guide, featuring the exact topics can material locations (in the book or additional lectures, articles, classes, and presentations) will be provided a week before the exam. Test questions will be multiple choice.

- **Other Requirements**

Attendance will be taken at the beginning of each class meeting. I will take attendance for all class meetings, not including exam dates or other dates noted on the schedule. Arrivals 5 minutes after the beginning of class and early departures (15 or more minutes before the end of class) will be considered a half absence.

I will give you one freebie (no questions asked). This one excused absence CANNOT be used on the following days: exams, presentations (including others' project presentations), guest speakers and hotels visit.

Students missing class due to severe illness and family emergency should contact their instructor ahead of time and provide her with verification document.

- **Grading**

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

Grade	Total Score (%)	Grade	Total Score %
A+	97.0-100%	C+	77.0-79.9%
A	94.0-96.9%	C	74.0-76.9%
A-	90.0-93.9%	C-	70.0-73.9%
B+	87.0-89.9%	D	60.0-69.9%
B	84.0-86.9%	F	0 – 59.9%
B-	80.0-83.9%		

*Assignments turned in after due date & time will lose 2 points per day.

Evaluation Weighting

Activity	Percentage
Attendance/Participation	30%
Case Studies	15%
Quizzes	30%
Final Exam	25%
Total	100%

Professional Dispositions

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

Tentative Class Schedule:

Week	Date	Topic	Reading Due
1	January 26	Review Syllabus/Class expectations	Syllabus
2	February 2	Managing Organization Change	Chapter 1
3	February 9	The Changing Nature of Leadership and Management	Chapter 2
4	February 16	The Quest for Quality, Guest Speaker	Chapter 3
5	February 23*	Continuous Improvement – Process and Tools	Chapter 4
6	March 2	Power and Empowerment – Guest Speaker	Chapter 5
7	March 9	Communication Skills	Chapter 6
8	March 16	Spring Break	
9	March 23	Goal Setting, Coaching, and Conflict-Management Skills – Guest Speaker	Chapter 7
10	March 30*	Case Study Assignment	
11	April 6	High – Performance Teams – Guest Speaker	Chapter 8
12	April 13	The Challenge of Diversity	Chapter 9
13	April 20	Strategic Career Planning – Guest Speaker	Chapter 10
14	April 27	A Look at Ethics	Chapter 11
15	May 4	Final Exam	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

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/>).

- Students must follow the university policy stating that all sound emitting devices shall be silenced 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 <http://coursesupport.gmu.edu/>.
- 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.

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