

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 301 –Hotel Management (3)
FALL 2015

DAY/TIME:	WED 4:30-7:10 PM	LOCATION:	RAC-2203
PROFESSOR	John H .Moore	EMAIL ADDRESS:	Jmoore37@gmu.edu
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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. Evolving industry trends, for both product and service, will be identified and explored.

COURSE OBJECTIVES:

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 of a hotel;
4. Calculate fundamental operating statistics related to hotels;
5. Explain the importance and understand components of a room forecast;
6. Gain and understanding of “ branding” to reach defined markets, from a service and product standpoint;
7. Understand hotel ownership perspective and needs.

COURSE OVERVIEW

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

NATURE OF COURSE DELIVERY

Education 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. Industry executives will provide first-hand knowledge and experience, providing lectures and case studies.

Four or five student groups will be formed during the first class and these groups will be assigned a semester project to research and present as well as facilitating group discussions identified in the course outline

REQUIRED READINGS

Hayes, David K., Ninemeier, Jack D., & Miller, Allisha A. (2012) *Foundations of Lodging Management (2nd 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 (each equal weight)	300	60%
One Group Project (Hotel Management)	125	25%
Hotel Visit Report	25	5%
Total	500	100%

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	September 2	Introduction; Overview; Hotel Group Project -Team Selection	Chapter 1 Discussions 1,2,3,4,5,8
2	September 9	Structure of Lodging Industry Guest Service in Lodging Group Project Time	Chapter 2, discussion 1,2,3,4,6 Chapter 3, team activity 1 and 2
3	September 16	Housekeeping and Maintenance Marc Fournier, Guest Speaker Former GM Mason Inn Assistant VP Business Services GMU	Chapters 8 & 9
4	September 23	Managing Lodging Operations Staffing the Lodging Operation	Chapter 4, Discussion 1,5,6,9 Chapter 5, Discussion 1, 3,4,6,10 Quiz 1
5	September 30	Lodging Ownership Guest Speaker Gregory Rocket VP Development Hilton Hotels and Resorts	Chapter 2
6	October 7	Sales and Marketing "Creating Demand" Guest Speaker Richard Farrar Former VP Sales and Marketing	Chapter 7 Handout provided for next week presentation on accounting

		Marriott International	
7	October 14	Hotel Accounting Guest Speaker Stu Damon Principal and COO, CFO Star Restaurant Group	Chapter 12 A Handout will be given to students a week prior
8	October 21	Midterm Exam Group work Sessions	Exam Time 1 hour
9	October 28	Front Office Department	Chapter 6 Discussions 1,2,3, 5
10	November 4	Food and Beverage Greg Griffie, Guest Speaker VP Culinary Operations Crescent Hotels	Chapters 10 and 11
11	November 11	Safety and Security	Chapter 13 Discussion 1,2,3,5,8
12	November 18	Hotel Tour	
	November 25	Thanksgiving Break	
13	December 2	Group Presentations	Each presentation 20 minutes
14	December 9	Final Exam Review	Submit hotel visit report
15	December 16	Final Exam	

note: Faculty reserves the right to alter the schedule as necessary

. Attendance & Participation:

Attendance will be taken at the beginning of each class meeting. It is your responsibility to sign the class attendance sheet, even if you are late to class. My record of attendance is official and final.

I will take attendance for all class meetings, not including exam dates or other dates noted on the schedule.

Arrivals 15 min after the beginning of the class and early departures (15 and more min. before the class end) will be considered a half absence.

Participation, with your assigned group, in the discussions noted in the above class schedule is very important.

I will give you two freebies (no questions asked). This one excused absence CANNOT be used on the following days: exams, quizzes, your presentations (including others' group project presentations), and hotel visit. After that, 10 points of the 50 points for attendance and participation will be lost for each day missed. Each missing class will result in 10 points off of your total grade points after your loss of all 50 points of your attendance and participation grade. Also be advised that beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue "F" grade if, after written warning, the student's absence or tardiness continues at a level of that constitutes "non-participation".

The only acceptable reasons for missing class are the same as those of the exam (so, use freebies wisely). Students missing class due to severe illness and family emergency should contact the instructor ahead of time and provide him with verification document. No points can be made up for an absence.

Participation in this class is strongly required as this will contribute to the content quality of the class as well as your intellectual benefit from it. Please prepare for class by reading the assigned material as well as the cases.

Also, many of you are working in service firms. Please share your experiences with the class.

Your grade for class will be based on my judgment of the consistency with which you participate constructively and show leadership in class discussion and activity. Please note that class discussion includes interacting with your classmates.

Mid-Term and Final Exams:

Questions are constructed based on material in 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), will 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. This year's visit will be the Marriott Residence Inn at 3565 Chain Bridge Road in Fairfax. the visit will take place between 5PM and 6:30PM to allow for travel to class before and after.*
- *The visit will result in a written summary report of the experience for grade*

Group Project – Hotel Management:

Detailed information will be provided during class. Each group will submit a final report and make a 20-minute presentation describing their hotel project followed by 5-minute Q & A. The five topics: Hotel Product and Design; Hotel Culture ; Hotel Development; Sustainability ;and Hotel Franchising.

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*
- *Hotel Business: www.hotelbusiness.com*
- *Hospitality Publications: www.ahlei.org/content.aspx?id=21632*
- *Hospitality Net: www.hospitalitynet.org/news/index*
- *Smith Travel Research: www.strglobal.com*
- *Price Waterhouse Coopers: www.pwc.com/gx/en/hospitality-leisure/index.jhtml*

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/the-mason-honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- 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 George Mason University 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 must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Campus Resources

- 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/>].
- 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/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROFESSIONAL BEHAVIOR: 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.

