



## **TOUR 470** **Senior Seminar**

**Fall 2009**

Day/Time: Designated Tuesdays (4:30 - 7:10)

Location: PW-BRH 247

Professor: Dr. Russ Brayley

Office Location: 208 Bull Run Hall

Office Hours: Tues & Thurs 11:30 - 1:00 p.m. and other times by appointment

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### **PREREQUISITES:**

Only TEM majors in senior year. TOUR 241, TOUR 340, TOUR 440, HEAL 323, PRLS 410

### **COURSE DESCRIPTION**

This course focuses on current issues in tourism and event management through a capstone educational experience. Also, career development strategies will be discussed.

### **COURSE OBJECTIVES**

At the completion of this course students should be able to:

1. Analyze current trends and issues in the tourism and events management field.
2. Conduct research using public and secondary data.
3. Prepare a technical report and make recommendations for management.
4. Identify, create and assess materials pertaining to career placement in the tourism or events field.

### **REQUIRED TEXT**

No required text, Newspaper subscription encouraged.

### **EVALUATION**

#### *Requirements*

1. Attendance / Punctuality / Professionalism (75 points)
2. Current Issues Debate (125 points)

3. Technical report assignment (50 points)
4. Career Book (250 points)

### *Grading Scale*

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

460 to 500 = A  
450 to 459 = A-  
440 to 449 = B+  
410 to 439 = B  
400 to 409 = B-  
390 to 399 = C+  
350 to 389 = C  
300 to 349 = D  
299 and below = F

### SCHEDULE

Meeting dates (4:00 - 7:10 p.m.)

September 8, 15, 22, 29  
October 6, 20

### OTHER IMPORTANT DATES

Tuesday, September 8	First Seminar meeting
Tuesday, September 15	Last day to add this class. Last day to drop this class with no tuition penalty
Friday, October 2	Last day to drop this class (Tuition penalty applies)
Tuesday, October 20	Last Seminar meeting
Tuesday, October 13	No class meeting (Columbus Day recess)
Tuesday, November 17	Career books due by 4:30 p.m.

### **Additional Information:**

1. Turn off or silence all sound emitting devices before entering the classroom.
2. Late assignments will not be accepted, unless previously approved or, in the case of an emergency, when the professor is notified in a timely manner and other arrangements are made. Absence when the student is scheduled to participate in a group or individual presentation will only be excused in the most severe circumstances and may require the student to do additional make-up work. When tardiness or an absence is anticipated, it

is the responsibility of the student to advise Dr. Brayley at a professionally appropriate time (preferably before, but no later than the scheduled end of the class period). However, notification alone does not necessarily excuse the absence. Further documentation should be offered and may be required.

3. Laptop computers may not be used during the seminar period.
4. Students who require special accommodations due to disabilities (documented by the Disability Support Services office), or student athletes and student government officers who have duties that occasionally conflict with the class schedule must bring this to the attention of the instructor during the first week of the semester.
5. Electronic versions of assignments will only be accepted when that form is specifically requested by the instructor.
6. Students are encouraged to discuss class or content issues with Dr. Brayley in person. A telephone conversation is the second most preferred way to deal with questions or discuss issues. All e-mail inquiries will be answered but appropriate time should be allowed for the e-mail to be received and a response formulated.
7. The George Mason University Honor Code applies to all aspects of this class.

## Rubric for Evaluation Student Professionalism (TOUR 470)

Your professional conduct will be evaluated using the criteria described and discussed in the booklet “The Spirit of Professionalism”. Specifically, the following will be considered:

### 1. Accountability and Responsibility

- Student accepts responsibility for shortcomings or failings
- Student demonstrates desire to learn from mistakes
- Student shows appropriate concern for the impact of his/her work on others in a work group

### 2. Punctuality and Dependability

- Student is seated and ready to take notes and participate in class discussion at 9:00 a.m.
- Student submits assignments on time or early, and has developed contingency plans for possible delays.
- Student attends all class meetings
- Student does not engage in conduct that wastes other students' time

### 3. Dress and Appearance

- Student is clean and well groomed
- Student is modest in dress

### 4. Language and Communication

- Student refrains from using profanity
- Student demonstrates attentiveness to clear and concise written and verbal communication

### 5. Courtesy and Respect

- Student follows appropriate classroom etiquette
- Student demonstrates appropriate deference to guests and other in positions of authority
- Student regularly practices normal social graces

### 6. Honest Evaluation

- Student accepts honest and fair criticism as constructive feedback
- Student uses evaluation as a step to improvement
- Student provides honest, fair, and helpful feedback to others

### 7. Integrity

- Student is honest
- Student takes credit only for his/her original work, and gives credit to the work of others
- Student does not hide behind excuses or rationalizations
- Student does not encourage or tolerate dishonesty in other class members

## Current Issues Debate (September 29, October 6)

Three-person teams will make the case either 'for' or 'against' one of the following positions:

Position 1: In a recession like the one we are now experiencing, city and county governments should invest in tourism marketing?

Position 2: The Commonwealth of Virginia should, like Nevada, legalize casino gambling and prostitution as a way to compete with nearby states and DC for tourist dollars.

Position 3: Resorts and tourist attractions should notify their guests (in advance, if possible) if any other guest has exhibited swine-flu symptoms. That notification should include the option to cancel a reservation or get a refund on an admission ticket (without penalty).

Position 4: Holders of undergraduate degrees in Tourism and events Management should pursue a related masters degree as soon after graduation as possible.

Position 5: Laws and regulations that prohibit discrimination on the bases of ability, gender, race, sexual orientation, or age unreasonably limit free-enterprise tourism and events businesses from capitalizing on the benefits of niche or target marketing, and hiring based on qualification.

Each member will have up to 3 minutes to present unique evidence and arguments of logic to advance the team's assigned viewpoint on the position. One of the team members will be chosen by the team to offer a 5-minute rebuttal to the opposing team's arguments. Both teams will respond to questions and comments from the audience.

Each participant will be evaluated on:

1. Preparation (how well the arguments have been thought out and supported by facts or logic)
2. Defensibility and veracity (how current, accurate, and dependable are the facts presented?)
3. Citations and references (how well are information sources cited?)
4. Objectivity (are ideas presented based on facts or emotion?)
5. Poise and diction (is the argument presented clearly, with confidence, and in a way that engages the audience?)

The team will be evaluated on:

1. Preparation (how well the elements of the argument were shared by the group)
2. Challenge (did the opposition make statements that were left unchallenged?)
3. Conclusion (how well was the argument concluded?)

## **Technical Report (due October 6)**

Students will be provided with one subset of data and are to:

1. Discuss basic frequencies.
2. Conduct appropriate analyses of the data.
3. Discuss the implications of the findings.
4. Make a recommendation, based on the findings.

A brief technical report, which includes all of the above, will be submitted in a neatly bound and professionally presented form.

## **Career Book (due November 17)**

The Career Book will include:

a. Goal

Statement of professional interests and goals.  
5-year vision  
10-year vision  
Professional 'obituary'

b. Potential

Assessment of the job market  
Sample job notices / job descriptions

c. Qualifications

Current resumé  
Sample application letter  
Statement of uniqueness

d. Compensation

Salary expectations (based on personal needs and the going rate)

e. Promotion

Promotions plan