

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 470 — Senior Seminar in Tourism and Events Management
Spring 2011

DAY/TIME:	T 4:30 – 7:10 p.m.	LOCATION:	BRH 257
PROFESSOR:	Dr. Russ Brayley	EMAIL ADDRESS:	rbrayley@gmu.edu
OFFICE LOCATION:	BRH 208	PHONE NUMBER:	703-993-4698
OFFICE HOURS:	T 9:30–10:30 a.m. T-TH 1:00–2:00 p.m.	FAX NUMBER:	703-993-2025

PREREQUISITES

TEM major (senior status), TOUR 241, HEAL 323, TOUR 340, TOUR 440, and PRLS 410

COURSE DESCRIPTION

Capstone educational experience focuses on current issues in tourism and event management, and career development strategies.

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.

COURSE OVERVIEW

This course is a seminar and requires preparation, extensive in class discussion, and peer presentation. It is expected that students will demonstrate the knowledge and competencies they have developed during preceding semesters in the BS-TEM program. The following rules and guidelines are in support of the effort to prepare seminar participants to enter the profession:

1. Attendance and participation are key elements to a successful learning experience. 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. Advising Dr. Brayley of unexpected absence or tardiness should take place at the earliest opportunity.
2. Unless otherwise stipulated, assignments are due at the beginning of the class period on the date they are due. Assignments will not be accepted after the due date. Excused absence does not necessarily change submission deadlines, but may be considered in negotiating an appropriate accommodation (if necessary). Opportunities to complete exams or submit assignments on other than scheduled or due dates/times, or to participate in other learning activities or receive tutoring necessitated by absence from class will only be provided if the absence is excused by the instructor.
3. Unless required due to documented disability, laptop computers may NOT be used during class meetings. The use of communication and entertainment devices such as iPads, iPods, etc. during class time is also prohibited.

4. All assignments must be typed and presented in a professional format. Electronic versions of assignments will only be accepted when that form is specifically requested by the instructor or approved in advance of the submission deadline.

5. 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. Tutorial discussions will not be conducted using e-mail.

8. 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.

REQUIRED READINGS

No required text, Newspaper subscription encouraged.

EVALUATION

This course will be graded on a point system, with a total of 500 possible points. Each unexcused absence will automatically reduce the points earned by 51 (i.e. one letter grade).

Requirements	Points
<i>Issue Analysis</i>	150
<i>Debate</i>	150
<i>Career Book</i>	<u>200</u>
TOTAL	500

Grading Scale

A+ = 480-500	B+ = 430-449	C+ = 380-399	D = 300-339
A = 465-479	B = 415-429	C = 365-379	F = 0 – 299
A- = 450-464	B- = 400-414	C- = 340-364	

TENTATIVE COURSE SCHEDULE

January 25	Introduction. Issues and Problems
February 1	Career Development
February 8	Gathering information and presenting arguments
February 15	Internship preparation
February 22	Professionalism and continuing education
March 1	Debates (Part 1)
March 8	Debates (Part 2)

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- 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/1301gen.html>].
- 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.
- Students are expected to exhibit professional behaviors and dispositions at all times.

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>].

