

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 499 – 001 —Independent Study (3)
Spring 2016

DAY/TIME:	Variable	LOCATION:	Variable
PROFESSOR:	Dr. Seungwon “Shawn” Lee	EMAIL ADDRESS:	slz@gmu.edu
OFFICE LOCATION:	Sci Tech BRH 222 Fairfax RAC 2109	PHONE NUMBER:	703-993-9915
OFFICE HOURS:	T & Th 12:00 pm ~1:15 pm Fairfax RAC 2019 or by appointment	FAX NUMBER:	703-993-2025

PREREQUISITES/COREQUISITES
TOUR 200, TOUR 220, and 90 credits.

COURSE DESCRIPTION

Faculty directed independent study of approved topics in tourism and events management.

COURSE OBJECTIVES

1. Understand the strengths and weaknesses of the DC event and exhibition market.
2. Identify areas of impact in event market resulting from MGM National Harbor opening.
3. Understand management’s role to maximize event space and venue capabilities.
5. Develop a body of knowledge based on the research and conclusions.

COURSE OVERVIEW

Instructional techniques include individual meetings, readings, a proposal, literature review, a written report, and an oral presentation.

NATURE OF COURSE DELIVERY

Teaching and learning will be done using the combination of the traditional face-to-face meeting and online communications. A student is required to spend time studying individually, but are encouraged to consult with the professor on assignments, a report, and other learning activities.

REQUIRED READINGS

None

FOCUS OF THE COURSE:

A student will conduct a research in regard to the newly opening MGM National Harbor by MGM Resorts International’s impact on metro DC exhibition and event market. A student will apply basic quantitative online survey skill to collect data and data analysis tool to analyze the collected data.

Expected outcomes of this course include;

- 1) How New MGM Harbor positions itself as it will be only casino themed/based convention venue in DMV
- 2) Consumers' perceived image and value of the new MGM Harbor (by association, corporate or social meetings/exhibitions or by demographics: ethnicity, age, gender etc.)

3) Findings of this research may be disseminated to both academia and industry. It can be presented to the MGM National Harbor sales and marketing team. A research abstract is planned to be submitted to a student research conference in the hospitality and tourism fields in 2016.

EVALUATION

This course will be graded on a point system, with a total of 400 possible points.

Item	Description	Point Value	Percent of Grade
Research Proposal	Market research proposal	75	18.75%
Literature Review	Latest literature review on the topic	50	12.5%
Online survey development	Develop online based survey questionnaire	75	18.75%
Written research report	Data analysis and develop written research report	150	37.5%
Oral presentation	Present the findings in professional presentation	50	12.5%
Total		400	100%

Grading Scale

Weighted	Raw	Weighted	Raw	Weighted	Raw	Weighted	Raw
A = 94 – 100	376 – 400	B+ = 88 – 89	352 – 359	C+ = 78 – 79	312 – 319	D = 60 – 69	240 – 279
A- = 90 – 93	360 – 375	B = 84 – 87	336 – 351	C = 74 – 77	296 – 311	F = 0 – 59	239 and lower
		B- = 80 – 83	320 – 335	C- = 70 – 73	280 – 295		

TENTATIVE COURSE SCHEDULE

Note: Faculty reserves the right to alter the schedule as necessary.

Month	Item	Month	Item
Jan	Research Meeting with professor	May	Research paper presentation & submission to a conference
Feb	Statement of Problem and Literature review Research model & Methodology decision		
March	Survey development		
	IRB approval & Pilot study		
	Data collection		
April	Data entry & Analysis		
	Report development		

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 George Mason University Disability Services and inform their instructor, in writing, as soon as possible. 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 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.

