

**George Mason University**  
**College of Education and Human Development**  
**Hospitality, Tourism and Event Management**

TOUR 480 SA1—Mega Events: Olympics and Paralympics Field Study

3 Credits, Spring 2018  
Mondays ~ Fridays, PyeongChang, S. Korea

**Faculty**

Name: Dr. Seungwon “Shawn” Lee  
Office hours: By appointment  
Office location: Fairfax: Thompson Hall, #1408, GMU Korea campus G756 (2/8/2018~3/31/2018)  
Office phone: 703-993-9915  
Email address: slz@gmu.edu

**Prerequisite**

None

**University Catalog Course Description**

Students will gain first hands experiences of mega event operation and management experience through the 2018 Winter Paralympics in PyeongChang, South Korea. Students will volunteer via an official Paralympics volunteer program in various mega sporting event operation duties. This immersive course will also provide students a global understanding of sports, hospitality, tourism, and the event industry.

**Course Overview**

This course offers experiential education within this growing area of the mega event and sport tourism with a blended-learning format which incorporates seminars and hands-on training. Students are expected to complete a minimum of 80 volunteering hours over a period of 10 days of 2018 Winter Paralympics. Further, upon completion of this course, students will receive an official certificate of volunteering from the International Olympic Committee (IOC).

**Course Delivery Method**

This course will be delivered using seminar and field work format.

**Learner Outcomes or Objectives**

This course is designed to enable students to do the following:

1. Provide a unique learning opportunity for study in key areas of event, meeting, and recreation and sport management.
2. Recognize and apply theoretical concepts in mega event management, policy development, and decision-making.
3. Gain first-hand experiences of mega event organization, sporting event operations and sport tourism.
4. Identify resource allocation and event operation principles.
5. Apply principles of administrative functions and operations, strategic planning, governance structures,

- and policy development in mega sport events.
6. Obtain great understanding of the impacts of a mega event to the host destination and its legacy building.

## **Required Text**

None\*

\*Readings/watching materials may be assigned during the semester

## **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).

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

Type	Points	Due Date
Training	50	March 4 and 5, 2018
Participation	150 (15 each per day)	March 6 till March 19, 2018: 10 days
Individual Experience Daily log	50 (5 per each day)	March 6 till March 19, 2018: 10 days
Oral presentation	50	March 21
Final Report	100	April 27, 2018
<b>Total</b>	<b>400</b>	

## **COURSE REQUIREMENTS**

During their volunteer experience, students must fulfill specific requirements, including completion of specified forms and assignments (**using the templates provided in the Blackboard**), in order to be evaluated and receive a grade for their volunteer activities. These include:

### **Training**

- 1) Attending the mandatory pre-experience meeting with the instructor information session (**this is in addition to the mandatory Paralympics volunteer training (3/4 ~3/5/2018) that students must attend in order to be eligible to volunteer**);
- 2) All students are required to attend a two-day, 10-hour basic training session in order to participate in the PyeongChang 2018 volunteer program. Volunteer training will be conducted in English for international volunteers.

### **Participation**

Students are expected to serve on a volunteer position 8 hours per day (Monday till Friday). Each volunteer day includes a lunch break. A successful completion of a given volunteer role is required to earn participation point (10 point) per each day. During the volunteer period student will abide the Paralympics volunteer committee's policy (it will be provided at the training). Only absence due to a health issue will be excused. If a student misses more than 3 days, the Paralympics committee will additional 10 points per each additional absence will be deducted from the final score of course without a limit.

- Excuses to miss volunteer duty will be considered only when family or health emergency occurs and only that is documented.
- Leaving class early due to a special occasion should be notified to the instructor prior to the beginning of a day. Attendance credit will be given based on the length of hours stayed in a volunteer position.

#### **Individual Daily Log**

Completing the Volunteer Daily Logs for the duration of the volunteering (template will be provided on the Blackboard)

#### **Oral Presentation**

Each student will be given 15 minutes (including Q&A) to present their volunteer experience. . Each team will also present their work to the class with Power Point slide. Detailed grading matrix will be posted on the Bb. Oral presentation will be evaluated by the professor and classmates.

#### **Final Report**

Each student will develop a reflective report according to specifications provided by the professor. The report will include reflective review and analysis of; mega event administrative functions and operations, strategic planning, volunteer management, and policy development in mega sport events. Details and evaluation rubrics will be provided during an orientation at the beginning of class.

#### **Grading**

	Weighted	Raw		Weighted	Raw		Weighted	Raw		Weighted	Raw
A+	97-100	388 – 400	B+	= 88 – 89	352 - 359	C+	= 78 – 79	312- 319	D	= 60 – 69	240- 279
A	94-96	376 – 387	B	= 84 – 87	336- 351	C	= 74 – 77	296- 311	F	= 0 – 59	239 and lower
A-	90-93	360- 375	B-	= 80 – 83	320- 335	C-	= 70 – 73	280 - 295			

#### **Professional Dispositions**

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

#### **Class Schedule**

- 1/22/2018–3/2/2018: Pre-course orientation (online)
- 3/3/2018: On-site mandatory orientation
- 3/4–3/5/2018: Paralympic committee training
- 3/6 -3/19/2018: Paralympic volunteering (in PyeongChang, South Korea)
- 3/19–3/24/2018: Presentations and Wrap-up session at GMUK

\*Tentative upon availability of venue and speakers

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

## Accommodation

PyeongChang 2018 will provide students with free dormitory-style accommodation, available from March 3rd – 19th, 2018, for the Paralympic Winter Games.

Accommodations are provided from the beginning of volunteer training until the day after the last work shift, or the day after Closing Ceremony, whichever is later.

## 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](mailto: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/>.
- The Writing Center 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/>).
- The 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://ssac.gmu.edu/make-a-referral/>.

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

