Professional Paper

LEI 6905- ON CAMPUS (3 CREDITS)

Prerequisites

This course is intended to be the last course of the degree.

Course Description and Requirements

Through this culminating experience, students will complete a professional paper derived from a real-world tourism and recreation management industry-related issue. Examples of appropriate professional paper topics include, but are not limited to, developing a marketing plan for an tourism and recreation management organization, analyzing secondary data to address an issue for an TRM organization or the industry, and working with an organizational client to address a client-identified issue. Additional topic examples are provided in the following section.

Students will develop a project scope based on the selected issue. Students will apply strategic decision-making principles, skills, knowledge, and understanding of areas of concern for formulating and implementing recommended strategies for addressing the selected issue. In addition, students will need to integrate their knowledge across courses to address the selected issue. For example, students may incorporate management, marketing, human resources, and financial recommendations to address the selected issue.

The professional paper should be 30-50 pages in length and double-spaced with academic references (12 point font). Use of headers and sub-headers is highly recommended. Use of tables and figures is also highly recommended and should be included within the page limit.

Students must have an TRM faculty advisor to work with on the professional paper.

Helpful Tips

The professional paper should benefit the student's professional growth, as well as leadership and management abilities. Students are encouraged to start thinking about the subject/topic of their professional paper by the completion of their first semester in the Master's program.

Appropriate Professional Paper Topics

- Analysis of secondary data to understand the impact of travel bans on the tourism industry
- Development of a 10 year tourism development plan for High Springs, Florida
- Development of a business plan for a new tour company
- Development of a destination crisis management plan for Visit Gainesville
- Development of a marketing plan for Best Western Gateway Grand
- Social media analysis of Orlando theme park attendance by visitors from different countries
- Content analysis of newspaper publications on Rio Olympic Games
- Spatial pattern of social media discussion of the 2016 Beijing hotel attack
- Mapping tourist mobility in Florida

Grading Scale

The University's grading system will be used for this course (for information about UF's grades and grading policies, please consult https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx). In accordance, a student's overall performance in this course will be graded as follows:

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Point Range	95-100	90-94	87-89	83-86	80-82	77-79	73-76	70-72	67-69	63-66	60-62	<60
GPA Points	4.00	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0.00

UF Academic Honor Code

UF students are bound by The Honor Pledge which states, *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code."* On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

Academic dishonesty, such as plagiarism and cheating, will not be tolerated. All written assignments will be run through Turnitin, an anti-plagiarism software. Violation of the UF Academic Honor Code will incur serious consequences. Any act of academic dishonesty will be reported to the Dean of Students Office. Plagiarism and cheating may be punished by failure on the assignment, paper, or project; failure in the course; and/or expulsion. There are no exceptions to this policy. For more information about UF's policy, please consult http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/.