

Sample Syllabus
Please note that this syllabus is from an earlier semester.
The current syllabus may differ in all areas except
the course description and course objectives.

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 221 – Event Implementation & Evaluation (3)
Summer 2004

DAY/TIME:	tba	LOCATION:	tba
PROFESSOR:	tba	EMAIL ADDRESS:	tba
OFFICE LOCATION:	tba	PHONE NUMBER:	tba
OFFICE HOURS:	tba	FAX NUMBER:	tba

PREREQUISITE

None

COURSE DESCRIPTION

This course offers an introduction to event implementation and evaluation through involvement in and analysis of on-site event management. Visitor participation motivation as well as economic, social and cultural impacts of events will be considered in terms of event product and service provision improvement.

COURSE OBJECTIVES

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

1. Assist in the implementation of a special event.
2. Design an event evaluation instrument.
3. Gather and evaluate information pertaining to on-site event processes and visitor feedback.
4. Devise management strategies pertaining to economic, social and cultural issues that will assist with event continuous improvement.

FIELD WORK REQUIREMENT

Students will be required to complete a significant amount of primary field work that will be coordinated by their professor.

TEXTBOOK

Crompton, J. (1999). *Measuring the economic impact of visitors to sports tournaments and special events*. Ashburn VA: Division of Professional Services: National Recreation and Park Association.

OTHER SELECTED READINGS

Boo, R., Ghiselli, R., & Almanza, B. A. (2000). Consumer perceptions and concerns about the healthfulness and safety of food served at fairs and festivals. *Event Management*, 6(2), 85-92.

Coughlan, D., & Mules, T. (2001). Sponsorship awareness and recognition at Canberra’s Floriade Festival. *Event Management*, 7(1), 1-9.

Daniels, M. J., Backman, K. F., & Backman, S. J. (in press, accepted November 2003). Supplementing economic impact results with perspectives from host community business and opinion leaders. *Event Management* 8(4).

Daniels, M. J., & Lawton, L. J. (2003). Adolescent sport participants: Segmentation by motivation patterns. *World Leisure Journal*, 45(3), 35-42.

Daniels, M. J., & Norman, W. C. (in press, accepted May 2003). Estimating the economic impacts of seven regular sport tourism events. *Journal of Sport Tourism*, 8(3).

Elstad, B. (2003). Continuance commitment and reasons to quit: A study of volunteers at a jazz festival. *Event Management*, 8(2), 99-108.

Kim, K., Uysal, M., & Chen, J. S. (2001). Festival visitor motivation from the organizers’ point of view. *Event Management*, 7(2), 127-134.

Lee, S., & Crompton, J. L. (2003). The attraction power and spending impact of three festivals in Ocean City, Maryland. *Event Management*, 8(2), 109-112.

EVALUATION

The evaluation of the course will consist of the components:

1. On-site Field Work and Journal (30%)
2. In-class Assignments and Homework (20%)
3. Written Project (30%)
4. Oral Presentation (20%)

GRADING SCALE

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

A+	97 to 100
A	94 to 96
A-	90 to 93
B+	87 to 89
B	84 to 86
B-	80 to 83
C+	77 to 79
C	74 to 76
C-	70 to 73
D	60 to 69
F	59 or lower

following

TOUR 221: TENTATIVE COURSE SCHEDULE

DATE	TOPIC	READINGS
UNIT 1	Event Survey Instrument Development	Crompton; Lee & Crompton; Coughlan & Mules
UNIT 2	Visitor Perceptions and Motivations	Kim, Uysal & Chen Daniels & Lawton
UNIT 3	Event Volunteerism	Elstad
UNIT 4	Event Health and Safety	Boo, Ghiselli, & Almanza
UNIT 5	Field Work Preparation	Crompton
UNIT 6	Field Work	
UNIT 7	Quantitative Evaluation Analysis	
UNIT 8	Qualitative Evaluation Analysis	
UNIT 9	Economic Impact Analysis	Daniels & Norman
UNIT 10	Social and Cultural Event Impact Analysis	Daniels, Backman & Backman

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



- ❖ All students are held to the standards of the George Mason University Honor Code.
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor.
- ❖ STUDENTS WITH DISABILITIES: Students having documentation on file with the Disability Resource Center should bring this to the attention of the professor at the beginning of the semester.
- ❖ <http://rht.gmu.edu/>