

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/>