

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

TOUR 440: Conventions and Meetings

George Mason University
Department of Recreation, Health & Tourism
Mondays, 1:30 – 4:10 p.m.
Fine Arts Building B106
Fall, 2005

Course Instructor: Diane L. Haworth
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Email: dhaworth@gmu.edu

Office: Freedom Center, PW Campus
Fax: (703) 993-8478
Office Hours: By Appointment

Site Visits:

You are required to attend a minimum of two site visits this semester.

Required Text:

The Convention Industry Council Manual, 7th ed
(available at www.conventionindustry.org)

Course Description:

This course examines the structure and role of conventions and meetings in state and national tourism systems. You will be introduced to planning, site and facility selection, human resource management, legal and financial issues, marketing, and evaluation of conventions and meetings. The course content will explore the theories and practices relevant to attracting and retaining successful conventions and meetings. Issues will be considered from the perspectives of the service providers, host community and visitors.

Course Objectives:

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

- 1) describe the scope and evolution of conventions and meetings
- 2) recognize and apply relevant theories to the convention and meeting process
- 3) create marketing and sales materials for conventions and meetings
- 4) understand site and facility selection, including negotiations and contracts
- 5) describe the purpose of reservation systems
- 6) recognize different types and purposes of function rooms
- 7) understand food and beverage services at conventions and meetings
- 8) qualitatively and quantitatively evaluate conventions and meetings

TOUR 440 TENTATIVE DAILY SCHEDULE

| DATE | TOPIC/ACTIVITY | READING |
|-------------|--|------------------------------------|
| M 08/29 | Introduction to Conventions and Meetings | Ch. 1,3,4 & 5 |
| M 09/05 | Labor Day: Class will not meet | |
| M 09/12 | Financial Management | Ch. 6, 7 & 8 |
| M 09/19 | Using Technology | Ch. 9, 11, 12 Skim Ch. 10 |
| M 09/26 | Facilities & Services | Ch. 13, 14 & 16 Ch. 17, 18 & 19 |
| M 10/03 | MIDTERM EXAM | |
| T 10/11 | Logistics <i>Note class meets on Tuesday this week!</i> | Ch. 20, 21, 22, 23 |
| M 10/17 | Tour of the National Conference Center On-site at Landsdowne | |
| M 10/24 | Logistics | Ch. 24, 25, 26, 27 Ch 28 |
| TH 10/27 | CONNECTIONS 2004 EVENT – PW Chamber trade show at the Freedom Center | |
| M 10/31 | Marketing, Promotion & Publicity | Ch. 29 |
| M 11/07 | Food & Beverage; AV Requirements | Ch. 30 & 31 |
| M 11/14 | Special Events & Entertainment | Ch. 32 & 33 |
| M 11/21 | Project Day | |
| M 11/28 | Final Projects Due Presentations | |
| M 12/05 | Presentations <i>Exam Review</i> | |
| M 12/12 | Reading Day | |
| M 12/19 | Final Exam Scheduled | 1:30pm |
| | | |

TOUR 440 GRADING SYSTEM

Requirements:

| Type | Points | Due Date |
|----------------------|---------------|-----------------|
| Attendance | 50 | Each class |
| Midterm | 100 | Oct. 3 |
| Site Analysis | 40 | Oct 17 |
| Semester Project | 125 | Nov. 28 |
| Oral Presentation | 45 | As Assigned |
| In-class Assignments | 40 | As Assigned |
| Final Exam | 100 | Dec 19 |

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. As well, all students are expected to keep a copy of their original work (i.e. Site Visit Analysis and Oral PowerPoint presentation and class handout).

**Refer to GMU Spring 2005 Exam Schedule to verify date of exam.

Grading Scale

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

| | | |
|-------------|---|----|
| 485 to 500 | = | A+ |
| 465 to 484 | = | A |
| 450 to 464 | = | A- |
| 435 to 449 | = | B+ |
| 415 to 434 | = | B |
| 400 to 414 | = | B- |
| 385 to 399 | = | C+ |
| 350 to 384 | = | C |
| 300 to 349 | = | D |
| 299 or less | = | F |

TOUR 440 CLASS POLICIES

1. **Attendance** – Regular attendance is essential to your success in TOUR 440. Attendance will be taken at the beginning of class and after break each class meeting. Please be aware that arriving late to class is highly distracting. Be sure to let your instructors know, after class, if you came in late so that you will not be counted as absent. Leaving class early is also distracting. In this case, you should notify your instructor prior to the beginning of class that you will be leaving early.
2. **Homework/In-class Assignments/Article Summaries** – Throughout the semester, you will regularly have homework, in-class assignments, and article summaries. None of these assignments will be accepted late; none of these assignments can be made up.
3. **Site Analyses** – You will complete a minimum of two site visits this semester and write an associated analysis. Any analysis that is handed in late will receive half credit.
4. **Semester Project** – You will complete a semester project. Any semester project that is handed in late will receive half credit.
6. **Instructor Arrival Policy** – If your instructors are not in the classroom at 1:30 p.m., please wait 20 minutes before leaving. *SOMEONE PLEASE CALL FIRST.*



George Mason University

- ❖ 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 Support Services Office should bring this to the attention of the professor.
- ❖ <http://www.gmu.edu/departments/hfrr/HFRRNet/HFRRNetAnnouncements.htm>