



George Mason University

Name: _____ **SS#:** _____
Local Address: _____ **Phone:** _____
Email: _____ **Advisor:** _____
Catalog Year: _____

*Once you have attended an HFRR Orientation AND have been admitted to the University:
www.admissions.gmu.edu/ugrad/transfer/transguide between English and Geography click on General Education Required
 (between English and Geography click on General Education)

- Contact 703-993-2096 or 703-993-2060
- Obtain your advisor's name & phone number
- Make an appointment for advisement

I. GENERAL EDUCATION [GEN ED] REQUIREMENTS (41)

Recommended classes visit www.admissions.gmu.edu/ugrad/transfer/transguide (between English and Geography click on General Education)

Requirement		Institution	Course #	Grade	Sem/Yr
Written Communication [Lower Level]	3				
Written Communication [Upper Level]	3				
Western Civilization	3				
Information Technology	3				
Social and Behavior Science	3				
Literature	3				
Oral Communication	3				
Fine Arts	3				
U. S. History	3				
Quantitative Reasoning	3				
Global Understanding	3				
Natural Science	8				

II. PROFESSIONAL CONCENTRATION (73)

Requirement		Institution	Course #	Grade	Sem/Yr
HEAL 323	3				
HEAL 350	3				
PRLS 310	3				
PRLS 317	3				
PRLS 405	3				
PRLS 410	3				
PRLS 411	3				
PRLS 450	3				
PRLS 460	3				
TOUR 200	3				
TOUR 241	3				
TOUR 312	3				
TOUR 320	3				
TOUR 330	3				
TOUR 340	3				
TOUR 352	3				
TOUR 412	3				
TOUR 420	3				
TOUR 430	3				
TOUR 440	3				
TOUR 470	1				
TOUR 490 [GEN ED Synthesis]	12				

III. ELECTIVES (9)

		Institution	Course #	Grade	Sem/Yr
TOTAL CREDITS [123 REQUIRED]			Credits of "D" [Max 6 in major/12 overall]		

COURSE DESCRIPTIONS

HEAL 323 Program Leadership and Evaluation (3) Prerequisite: PRLS 310 or Permission of Instructor (POI)

This course will focus on the implementation and evaluation of health education, fitness, and recreation resources programs. Students will utilize computer technology while studying the evaluative aspects of program planning and administration.

HEAL 350 Interventions for Populations and Communities At-Risk (3)

Identification of culturally, physically, emotionally, mentally and demographically diverse populations and communities at-risk; implications for development of innovative programs and the role of HFRR interventions.

PRLS 310 Program Planning and Design (3) Prerequisite: PHED200 or TOUR 200 or PRLS 210 or SPMT 201

Fundamental principles and techniques of the planning process for health, fitness and recreation services programs. Specifying an area of need, goals, objectives, and a mission statement; generating solutions; and selecting a program design for implementation.

PRLS 317 Social Psychology of Play and Recreation (3)

Application of social psychological theories and research to the student of leisure, play and recreation behavior including correlates, antecedents, consequences of and constraints to these concepts.

PRLS 405 Planning, Design and Maintenance of HFRR Facilities (3) Prerequisites: PRLS 310 or POI and 60 hours

Quantity, location, and design standards for facilities. Safety, functionality, durability, and maintenance demand criteria in planning and design. Programmatic and operational objectives to be met, including user comfort and convenience, crowd management, and traffic flow. Space relationships. Includes field study of local facilities.

PRLS 410 Administration of HFRR Organization I (3) Prerequisite: 60 hours

Operation and management of health, fitness, and recreation services organizations. Management and leadership theories and techniques. Problem solving and decision making. Organizational communications. Design of organizational structures. Budgeting.

PRLS 411 Administration of HFRR Organizations II (3) Prerequisites: PRLS 410

Planning techniques for health, fitness and recreation services organizations. Program and organizational marketing principles and strategies. Service quality assessment and organizational evaluation techniques. Organizational financing.

PRLS 450 Research Methods (3) Prerequisites: 60 hours

Development of empirical research designs for both practical and theoretical problems in health, fitness, and recreation resources management. Literature review of hypothesized relationships and formulation of research proposals.

PRLS 460 Sport and Recreation Law (3) Prerequisite: 60 hours

Emphasis on safety, liability and risk. Current law and liability issues for administrators of HFRR facilities and programs.

TOUR 200 Introduction to Travel and Tourism (3)

Introduction to travel and tourism from local to international levels; overview of the scale, scope and organization of the industry; emphasis on development of natural, cultural, heritage, and recreational resources of tourism; identification of issues related to the economic, technological, legal and political aspects of tourism.

TOUR 241 Practicum (3) Prerequisite: TOUR 200 Majors only

Provides practical experience in the travel and tourism environment through selective fieldwork, job placement and/or seminar/conference attendance.

TOUR 312 Ecotourism (3) Prerequisite: TOUR 200 or POI

Analyzes tourism that is nature-based and entails a learning component while striving for environmental and socio-cultural sustainability within the context of financial viability. Considers markets, role of protected areas, impacts, business aspects, external environments, organizations and policies, and research trends and needs.

TOUR 320 Events Management (3) Prerequisite: TOUR 200 or POI

Explores the principles and practices of managing medium and large-scale events including festivals, conventions, concerts, shows, sporting events, and ceremonies. Emphasis on organization, site preparation, communications, personnel, and security as well as evaluation and innovation.

TOUR 330 Resort Management (3) Prerequisite: TOUR 200 or POI

Survey of effective practices in the management of resort recreation enterprises. Includes examination of other basic resort operations including front desk, food and beverage, amenities, and housekeeping. Management of a variety of resort types such as ski resorts, beach resorts, dude ranches, business retreats, adventure camps, health spas, and golf resorts is studied.

TOUR 340 Sustainable Tourism (3) Prerequisite: TOUR 200 or POI

Considers the characteristics of environmentally, economically and socio-culturally sustainable tourism and assesses the possibilities and limitations for its implementation within a variety of destination and product settings. Emphasis is on conventional 'mass' tourism as well as small-scale 'alternative' tourism.

TOUR 352 Heritage & Cultural Tourism (3) Prerequisite: TOUR 200 or POI

Analyzes historical and cultural attractions, including museums, canals, monuments, pilgrimage sites, military sites and cultural/heritage landscapes. Includes presentation and interpretation, African-American and Native American heritage, management and operational considerations, and marketing.

TOUR 412 Tourism Marketing & Finance (3) Prerequisites: TOUR 200 & PRLS 411, or POI

Provides understanding and tools for marketing and management of financial resources in entrepreneurial tourism enterprises. Includes market planning, business planning, feasibility assessment, investment analysis, basic accounting and operational control.

TOUR 420 Tourism Planning/Policy (3) Prerequisite: at least nine hours of TOUR credits

Examines the principles of planning and policy that apply to integrated and sustainable tourism development at the international, national, state, regional, local and site scale. Government, industry and community perspectives are taken into consideration.

TOUR 430 Tourism on Public Lands (3) Prerequisite: at least nine hours of TOUR credits

Evolution, status and management of tourism on federal, state and municipal lands, including USDA Forest Service, Bureau of Land Management, National Park Service and State Forest jurisdictions. Emphasizes supply and demand, multiple-use issues, policy and management, funding, tourism impacts, jurisdictional coordination and role of adjacent private lands.

TOUR 440 MICE Tourism (3) Prerequisite: at least nine hours of TOUR credits

Analyzes meetings, incentives, conventions and exhibitions with respect to business environment and structure, industry suppliers, site and facility selection, human resource management, legal and financial issues, marketing and promotion, and event organization.

TOUR 470 Senior Seminar (1) Prerequisite: Only TOUR majors in senior year.

Capstone educational experience focused on current issues in tourism and event management, and career development strategies.

TOUR 490 Internship (12) Prerequisites: Majors only with ninety hours completed, of which at least twelve hours are TOUR credits (including TOUR 241).

Supervised professional experience providing a continuous and structured opportunity to apply principles and skills developed in the classroom to the solution of practical problems in the tourism and events management industry. A paid or voluntary full-time work experience in an approved tourism or event management setting for a minimum of 10-12 weeks. Includes meetings and assignments before and during the internship.