

**Bachelor of Science (B.S.) Degree in Health, Fitness, and Recreation Resources (HFRR)
 Tourism and Events Management (TEM) Concentration
 School of Recreation, Health, and Tourism (RHT)
 Academic Advising Form 2004-2005
www.rht.gmu.edu**

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

*Contact 703-993-2060 to obtain your advisor's name, phone number, & email address *Make an appointment for advisement

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

For current list of approved courses in GEN ED: <http://www.gmu.edu/departments/provost/gened/>

Requirement	Credits	Institution	Course #	Grade	Sem./Yr
Written Communication (Lower Level)	3				
Written Communication (Upper Level)	3				
Western Civilization	3				
Information Technology	3				
Social and Behavioral Sciences	3				
Literature	3				
Oral Communication	3				
Fine Arts	3				
U. S. History	3				
Quantitative Reasoning (STAT 250)	3				
Global Understanding (e.g., TOUR 210)	3				
Natural Science	8				

II. PROFESSIONAL CONCENTRATION (73)

Requirement	Credits	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)

Course Name	Credits	Institution	Course #	Grade	Sem./Yr
TOUR 480					

TOTAL CREDITS (123 REQUIRED)

45 hours of upper level credit

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)

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: PHED 200 or PRLS 210 or SPMT 201 or TOUR 200

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 and consequences of and constraints to these concepts.

PRLS 405 Planning, Design and Maintenance of HFRR Facilities (3) Prerequisites: PRLS 310 or permission of instructor (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 Organizations (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) Prerequisite: 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 and STAT 250

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) Open to non-majors

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; TOUR majors and minors only.

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 permission of instructor (POI)

Analysis of 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, quality control, and external environments.

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

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

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

Provides a survey of effective practices in the management of resort recreation enterprises. Incorporates examination of 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.

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

Characteristics of environmentally, economically and socio-culturally sustainable tourism. 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 permission of instructor (POI)

Analysis of 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 and Events Marketing & Finance (3) Prerequisites: TOUR 200 and PRLS 411 or permission of instructor (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 9 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 9 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 Meetings and Conventions (3) Prerequisite: At least 9 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; 90 credit hours

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

TOUR 480 Special Topics in Tourism and Events Management (3)

See course description in the schedule of classes Announced in advance.

TOUR 490 Internship (12) [Pass/Fail] Prerequisites: Majors only with 90 hours completed of which at least 12 hours are TOUR coursework (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.