



**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 2007-2008
www.rht.gmu.edu**

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

*Contact 703-993-2060 or the above web address for further information.

I. GENERAL EDUCATION REQUIREMENTS (37)

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

General Education Categories (see Catalogue)	Credits	Sem/Yr	Grade	Transfer Institution	Course #
Written Communication (Lower level)	3				
Written Communication (Upper level)	3				
Western Civilization	3				
Information Technology	3				
Social and Behavioral Sciences (e.g., HEAL 230)	3				
Literature	3				
Oral Communication	3				
Fine Arts	3				
Quantitative Reasoning (STAT 250)	3				
Global Understanding (e.g., TOUR 210)	3				
Natural Science	7				

II. TEM CORE REQUIREMENTS (64)

Required Courses	Credits	Sem/Yr	Grade	Transfer Institution	Course #
HEAL 323 Program Leadership and Evaluation	3				
PRLS 310 Program Planning and Design	3				
PRLS 410 Admin. of HFRR Organizations I	3				
PRLS 450 Research Methods	3				
PRLS 460 Sport and Recreation Law	3				
TOUR 200 Intro. to Travel and Tourism	3				
TOUR 220 Intro. to Event Management	3				
TOUR 241 Practicum	3				
TOUR 312 Ecotourism	3				
TOUR 330 Resort Management	3				
TOUR 340 Sustainable Tourism	3				
TOUR 352 Heritage and Cultural Tourism	3				
TOUR 362 Cultural and Environ. Interpretation	3				
TOUR 412 Tourism and Events Marketing	3				
TOUR 414 Tourism and Events Finance	3				
TOUR 420 Tourism Planning and Policy	3				
TOUR 440 Meetings and Conventions	3				
TOUR 470 Senior Seminar	1				
TOUR 490 Internship (GEN ED synthesis)	12				

III. ADDITIONAL TEM REQUIREMENTS (6 credit hours from courses listed below)

Additional Courses	Credits	Sem/Yr	Grade	Transfer Institution	Course #
	3				
	3				

- HEAL 350 Interv. for Pop. & Comm. at Risk (3)
- PRLS 317 Social Psych. of Play and Rec. (3)
- PRLS 402 Human Behav. in Natural Envir. (3)
- PRLS 405 Plan. Des. Maint. of HFRR Facil. (3)
- PRLS 411 Administration of HFRR Org. II (3)
- TOUR 190 Wedding Planning (3)

- *TOUR 210 Global Und. through Trav. & Tour. (3)
- TOUR 221 Event Implem. and Evaluation (3)
- *TOUR 311 Women and Tourism (3)
- TOUR 430 Tourism on Public Lands (3)
- TOUR 480 Special Topics (3)
- TOUR 499 Independent Study (1-3)
- *May not be used for both T.E.M and General Education requirements*

IV. GENERAL ELECTIVES (13)

Required Courses	Credits	Sem/Yr	Grade	Transfer Institution	Course #

TOTAL CREDITS (120 REQUIRED)

45 upper level credits

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: PHED 200, PRLS 210, 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) *Prerequisite: PHED 200 or PRLS 210 or SPMT 201 or TOUR 200*

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 402 Human Behaviors in Natural Environments (3) *Prerequisites: PRLS 210, 300 and 60 credits, or POI*

Applies social and behavioral theories to management for recreational users of land and water resources. Examines deterioration and pollution of land and water, noise, crowding, and conflicts among users. Discusses strategies for mitigation of deleterious impacts and depreciative behaviors, as well as attitudes towards resource conservation, preservation, and use.

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

Covers quantity, location, and design standards for facilities. Includes 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; and space relationships. Includes field study of local facilities.

PRLS 410 Administration of HFRR Organizations I (3) *Prerequisite: 60 credits*

Operation and management of recreation, health, and tourism 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 310, 410 and 60 credits*

Planning techniques for community-based 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: HEAL 323, STAT 250 and 60 credits*

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 credits*

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

TOUR 190 Wedding Planning (3)

Offers an introduction to the planning and management of weddings. The social, political, economic, cultural, religious and historical influences on wedding planning decision-making and business strategies will be explored. Practices relevant to successful wedding planning and consultancy for diverse clients and settings will be reviewed.

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 210 Global Understanding through Travel and Tourism (3) *Open to non-majors. Approved General Education requirement. May not be used for both T.E.M. and General Education requirements.*

Examines tourism as a global industry and a human activity which promotes and facilitates understanding of historical and cultural values, and of international institutions which characterize the broader global system.

TOUR 220 Introduction to Event Management (3)

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 221 Event Implementation and Evaluation (3) *Prerequisite: TOUR 220 or POI*

Offers an introduction to event implementation and evaluation through involvement in on-site event delivery and analysis. Participant motivation as well as economic, social, environmental and cultural impacts will be studied in relationship to an event's products and services.

TOUR 241 Practicum (3) *[Pass/Fail] Open to majors and minors only. Prerequisites: TOUR 200 and TOUR 220*

A paid or voluntary work experience in an approved tourism or event management industry setting under the supervision of a Practicum Faculty Advisor and Agency Supervisor.

TOUR 311 Women and Tourism (3) *May not be used for both T.E.M. and General Education requirements.*

Focuses on women as hosts and guests in the context of tourism. Using social theory, issues regarding the history and evolution of tourism as a gendered system are explored. In this context, the course addresses family, solo and business travel, and employment, taking into consideration issues related to more and lesser developed countries as they relate to the roles of women in international tourism.

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

Analyses 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 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 and Cultural Tourism (3) *Prerequisite: TOUR 200 or POI*

Analyses 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 362 Cultural and Environmental Interpretation (3) *Prerequisite: PRLS 300 or PRLS 328 or TOUR 352 or POI*

Focuses on the communication processes and practices used by professionals to explain and interpret the special characteristics of cultural and environmental resource sites for visitors. Conceptual principles for planning interpretive programs, as well as techniques for analyzing and disseminating information and entertainment through various media (personal interactions, verbal presentations, exhibits, publications, and other programs) will be discussed. Delivery of interpretive messages across a variety of audiences, strategies for programming interpretive services, and the administration and evaluation of interpretive services at tourism, event and recreation sites will be examined.

TOUR 412 Tourism and Events Marketing (3) *Prerequisites: TOUR 200 and PRLS 410, or POI*

Develops skills and competencies for marketing in commercial recreation, events, resort and tourism enterprises. Students learn about market evaluation, intelligence and analysis, planning, and marketing program implementation.

TOUR 414 Tourism and Events Finance (3) *Prerequisites: TOUR 200 and PRLS 410, or POI*

Develops skills and competencies for the management of financial resources in tourism and events management enterprises. Students will learn about business planning, feasibility assessment, investment analysis, and basic accounting and operational control, with special emphasis on application to this unique industry.

TOUR 420 Tourism Planning and Policy (3) *Prerequisite: at least nine 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 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 co-ordination and role of adjacent private lands.

TOUR 440 Meetings and Conventions (3) *Prerequisites: at least six TOUR credits and TOUR 200, or POI*

Analyses 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 480 Special Topics (3) *Prerequisite: 60 credits. See course description in the Schedule of Classes.*

Selected topics reflect interest in specialized area of tourism and events management. Announced in advance.

TOUR 490 Internship (12) *Prerequisite: Only TOUR majors with 90 credits completed, of which at least 12 credits 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. This course meets the General Education synthesis requirement.

TOUR 499 Independent Study (1-3) *TOUR majors only. Prerequisites: TOUR 200, TOUR 220 and 90 credits*

Faculty directed independent study of approved topics in tourism and events management.