

TOURISM AND EVENTS MANAGEMENT (TOUR)

100 Level Courses

TOUR 110: Professionalism and Civility. 1 credit.

Focuses on developing competencies in the areas of professionalism and civility in a variety of settings including professional image, conduct at work, telephone, written, oral, and electronic etiquette, table manners, and social networking with an emphasis on the cultural needs for honoring commitments and obligation. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Schedule Type: Lecture

TOUR 190: Wedding Planning. 3 credits.

Introduction to the planning and management of weddings. Explores social, political, economic, cultural, religious, and historical influences on wedding planning decision-making and business strategies. Reviews practices relevant to successful wedding planning, and consultancy for diverse clients and settings. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Schedule Type: Lecture

200 Level Courses

TOUR 200: Introduction to Tourism Management. 3 credits.

Introduces travel and tourism from local to international levels. Covers the scale, scope and organization of the industry. Emphasizes the development and management of natural, cultural, heritage and recreational resources of tourism. Identifies issues related to the economic, technological and political aspects of tourism. Notes: Open to nonmajors. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Schedule Type: Lecture

TOUR 210: Global Understanding through Travel and Tourism. 3 credits.

Examines tourism as a global industry and human activity that promotes and facilitates understanding of historical and cultural values, and of international institutions that characterize the broader global system. Notes: Open to nonmajors. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Mason Core: Global Understanding

Schedule Type: Lecture

TOUR 214: Hospitality Tourism and Events Management Accounting. 3 credits.

Provides an overview of financial accounting for hospitality, tourism and event managers. Presents financial accounting from the perspective of recording financial transactions, developing financial statements and evaluating investment and operational decisions. Emphasizes efficient use of spreadsheets in managerial decision making. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Schedule Type: Lecture

TOUR 220: Introduction to Event Management. 3 credits.

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

innovation. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Schedule Type: Lecture

TOUR 221: Event Implementation and Evaluation. 3 credits.

Introduction to event implementation and evaluation through involvement in on-site event delivery and analysis. Studies participant motivation and economic, social, environmental, and cultural impacts in relation to an event's products and services. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 220^D.

^D Requires minimum grade of D.

Schedule Type: Lecture

TOUR 230: Introduction to Hospitality Management. 3 credits.

This course is an introduction to hospitality management, including an overview of management in the hospitality industry and professional opportunities. The concepts and practices of hospitality management are examined and discussed. The scope and forms of hospitality organizations are reviewed, as well as trends within these organizations. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Schedule Type: Lecture

TOUR 241: Hospitality, Tourism, and Events Management Practicum. 3 credits.

Provides 120 hours of introductory supervised professional fieldwork experience in an approved tourism, events, or hospitality management setting for 10 to 14 weeks (10 weeks only for the Summer term) under the supervision of a practicum Faculty Supervisor and Agency Supervisor. Includes meetings and assignments before, during, and after the practicum. Notes: Students must complete the mandatory pre-experience orientation session online before registering for this course. Hourly requirement per week is 15-20 for Summer term. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisites: TOUR 200^D, 220^D and 230^D.

^D Requires minimum grade of D.

Students with a class of Freshman may **not** enroll.

Enrollment is limited to students with a major in Tourism and Events Management.

Schedule Type: Internship

300 Level Courses

TOUR 301: Hotel Management. 3 credits.

Explores interrelated systems in hotel management, including front desk, reservations, housekeeping, food/beverage, telecommunications, guest services and security. Reviews and segments hotel products and associated management challenges. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 230^D.

^D Requires minimum grade of D.

Schedule Type: Lecture

TOUR 310: *Food and Beverage Management*. 3 credits.

Explores the principles of foodservice management regarding production and selling of food and beverage products. Categorizes various types of food, wine, beer and spirits. Reviews foodservice buying, pricing, menu planning, production, storage, service, controls and quality assurance. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 230^D.

^D Requires minimum grade of D.

Schedule Type: Lecture

TOUR 311: *Women and Tourism*. 3 credits.

Focuses on women as hosts and guests. Using social theory, explores issues regarding the history and evolution of tourism as a gendered system. 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. Notes: Open to nonmajors. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Mason Core: Social/Behavioral Sciences

Schedule Type: Lecture

TOUR 313: *Event Technology*. 3 credits.

Explores theoretical and practical considerations of event technology. Examines specifications, layout installation techniques and operation of sound systems, lighting systems and video systems for event industry sectors. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 220^D.

^D Requires minimum grade of D.

Schedule Type: Lecture

TOUR 314: *Hospitality, Tourism, and Events Revenue Management*. 3 credits.

Provides an overview of revenue management as utilized in a hospitality context. Presents the dynamics of revenue management and demonstrates strategic and operations perspectives. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisites: TOUR 200^C, 220^C and 230^C.

^C Requires minimum grade of C.

Students with a class of Freshman or Sophomore may **not** enroll.

Schedule Type: Lecture

TOUR 320: *Hospitality Management Information Systems*. 3 credits.

Introduces management information systems (MIS) technology and its application to hospitality sectors from managerial and strategic perspectives. Surveys computer applications, products and trends in gathering, analyzing, storing and communicating information within hospitality sectors. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 230^D.

^D Requires minimum grade of D.

Schedule Type: Lecture

TOUR 330: *Resort Management*. 3 credits.

Surveys effective practices in the management of resort recreation enterprises. Examines basic resort operations, including front desk, food and beverage, amenities, and housekeeping. Covers management of a variety of resort types, such as ski resorts, beach resorts, dude ranches, business retreats, adventure camps, health spas, and golf resorts. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisites: TOUR 200^D and 230^D.

^D Requires minimum grade of D.

Schedule Type: Lecture

TOUR 331: *Cruise Ship Management*. 3 credits.

Surveys effective practices in the management and operation of cruise ships. Includes on-site examination of basic cruise operations including sales and booking, food and beverages, hotel operations, security, recreation activities, shore excursions and personnel management. Examines historical foundations of the cruise industry, related leisure and management theory, and leisure trends specific to mass international maritime travel. Notes: Includes on-campus classroom lectures and week-long on-board cruise ship instructional experience. Must be 21 years of age by beginning of semester. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisites: TOUR 200^C and 230^C.

^C Requires minimum grade of C.

Students with a class of Freshman or Sophomore may **not** enroll.

Enrollment is limited to students with a major in Tourism and Events Management.

Enrollment limited to students in a Bachelor of Science degree.

Schedule Type: Lecture

TOUR 340: *Sustainable Tourism*. 3 credits.

Studies the characteristics of environmentally, economically and socio-culturally sustainable tourism and assesses the possibilities and limitations for its implementation within a variety of destinations and product settings. Emphasizes conventional "mass" tourism and small-scale "alternative" tourism as they apply to hospitality, event, and tourism management. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Specialized Designation: Green Leaf Course

Registration Restrictions:

Required Prerequisite: TOUR 200^D.

^D Requires minimum grade of D.

Schedule Type: Lecture

TOUR 352: *Heritage and Cultural Tourism*. 3 credits.

Analyzes historical and cultural attractions, including museums, canals, monuments, pilgrimage sites, military sites, and cultural and heritage landscapes. Covers presentation and interpretation, African-

American and Native American heritage, management and operational considerations, and marketing. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 200^D.

^D Requires minimum grade of D.

Schedule Type: Lecture

TOUR 362: *Cultural and Environmental Interpretation*. 3 credits.

Focuses on communication processes and practices used by professionals to explain and interpret special characteristics of cultural and environmental resource sites for visitors. Discusses conceptual principles for planning interpretive programs, as well as techniques for analyzing and disseminating information and entertainment through various media. Examines 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. Offered by Recreation, Health & Tourism. May not be repeated for credit. Equivalent to PRLS 362.

Registration Restrictions:

Required Prerequisites: PRLS 300^C or TOUR 352^C.

^C Requires minimum grade of C.

Schedule Type: Lecture

400 Level Courses

TOUR 412: *Hospitality, Tourism, and Events Management Marketing*. 3 credits.

Applies marketing principles, theories and concepts in developing strategies for hospitality, tourism and event management businesses. Emphasizes market segmentation, marketing mix, sales planning and public relations. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisites: TOUR 241^C or PRLS 241^C.

^C Requires minimum grade of C.

Schedule Type: Lecture

TOUR 414: *Hospitality, Tourism, and Events Management Finance*. 3 credits.

Develops skills and competencies for the management of financial resources in hospitality, tourism and events management enterprises. Covers economic principles, the time value of money, revenue streams, pricing and expenditure management. Applies fundamental principles to personal financial management. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 241^C.

^C Requires minimum grade of C.

Schedule Type: Lecture

TOUR 416: *Hospitality Sales*. 3 credits.

Explores the principles of personal selling within hospitality sectors. Reviews the nature of buyers and sellers, situational selling, the sales process and relationship management. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisites: TOUR 230^D and PRLS 410^D.

^D Requires minimum grade of D.

Schedule Type: Lecture

TOUR 420: *Tourism Planning/Policy*. 3 credits.

Principles of planning and policy that apply to integrated and sustainable tourism development at the international, national, state, regional, local, and site scale. Considers government, industry, and community perspectives. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Specialized Designation: Green Leaf Course

Registration Restrictions:

Required Prerequisites: TOUR 340^D and 241^C.

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Schedule Type: Lecture

TOUR 440: *Meetings and Conventions*. 3 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. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 241^C.

^C Requires minimum grade of C.

Schedule Type: Lecture

TOUR 450: *Hospitality Human Resources Management*. 3 credits.

Reviews concepts and methods related to the achievement of strategic business goals through employee recruitment, training and development. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 241^C.

^C Requires minimum grade of C.

Schedule Type: Lecture

TOUR 460: *Hospitality Facilities Operations*. 3 credits.

Explores the principles applied to facilities systems operations in hospitality sectors. Considers design, planning, layout and maintenance of hospitality properties and systems. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 230^C.

^C Requires minimum grade of C.

Schedule Type: Lecture

TOUR 470: *Career Preparation*. 1 credit.

Focuses on current issues in tourism, events and hospitality management with an emphasis on career development strategies. Notes: Meets for half the semester. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Required Prerequisite: TOUR 241^D.

^D Requires minimum grade of D.

Students with a class of Freshman or Sophomore may **not** enroll.

Schedule Type: Seminar

TOUR 480: *Special Topics*. 1-3 credits.

Selected topics reflect interest in specialized area of tourism and events management. Announced in advance. Offered by Recreation, Health & Tourism. May be repeated within the term for a maximum 9 credits.

Registration Restrictions:

Students with a class of Freshman or Sophomore may **not** enroll.

Schedule Type: Lecture

TOUR 490: *Hospitality, Tourism, and Events Management Internship*. 12 credits.

Provides 400 hours of advanced supervised professional experience in an approved tourism, events, or hospitality management setting for a minimum of 30 hours/week, and a maximum of 40 hours/week (summer term only). Provides a continuous and structured opportunity to apply principles and skills developed in the classroom to the solution of practical problems. Notes: Students must attend mandatory pre-experience orientation session before registering and must participate in the mandatory final presentations upon completion of internship. Can register for only one additional course for up to 3 credits. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Mason Core: Capstone

Registration Restrictions:

Required Prerequisites: (TOUR 241^D and 470^D).

^D Requires minimum grade of D.

Enrollment limited to students with a class of Senior Plus or Senior.

Enrollment is limited to students with a major in Tourism and Events Management.

Schedule Type: Internship

TOUR 499: *Independent Study*. 1-3 credits.

Faculty directed independent study of approved topics in tourism and events management. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Recommended Prerequisite: TOUR 200 and 220, and 90 credits.

Registration Restrictions:

Enrollment is limited to students with a major in Tourism and Events Management.

Schedule Type: Independent Study

500 Level Courses

TOUR 540: *Sustainable Tourism Management*. 3 credits.

Examines components and interrelationships within tourism systems and assesses the potential economic, sociocultural, and environmental impacts associated with this sector. Considers managerial strategies that minimize the negative impacts and maximize the positive impacts, thereby attaining sustainable tourism. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Specialized Designation: Green Leaf Course

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Non Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

700 Level Courses

TOUR 710: *Advanced Administrative Practices in Tourism and Events*. 3 credits.

Explores best practices in the administration of tourism and events businesses. Particular emphasis will be placed on contract management, and strategic planning for dynamic markets and changing technologies, with specific applications to geographically dispersed consumers and suppliers. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

TOUR 712: *Marketing Tourism and Event Planning Services*. 3 credits.

Focuses on the unique challenges and opportunities faced by tourism and event marketers in producing, delivering, pricing, and promoting tourism and event services. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

TOUR 720: *Major Events and Convention Management*. 3 credits.

Prepares graduate students for managing large scale events such as major festivals, conventions, sporting contests, cultural exhibitions, and commercial exhibitions. Management of human financial, information, and technology resources will be emphasized. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Registration Restrictions:

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture