

George Mason University
School of Recreation, Health and Tourism

TOUR 414 – Tourism and Events Finance (3)
Spring 2010

DAY/TIME: M/W/F, 9:30 a.m. – 10:20 a.m.
PROFESSOR: Dr. Maggie Daniels
PHONE: 703-993-4279
OFFICE HRS: T at 1:00 p.m. – 2:30 p.m.

LOCATION: Robinson A109
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FAX: 703-993-2025
OFFICE: 202 Bull Run Hall, PW Campus

PREREQUISITES

TOUR 200 and PRLS 410

COURSE POSTINGS

You can log in at <https://courses.gmu.edu> to obtain postings and to check your grades.

COURSE DESCRIPTION

This course develops skills and competencies for the management of financial resources in commercial recreation, events, resort and tourism 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.

COURSE OBJECTIVES

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

- 1) Identify similarities and differences between financial management in public, not-for-profit, and commercial contexts of recreation, events management and tourism enterprises.
- 2) Describe the entrepreneurial approach to business decisions.
- 3) Direct the development of and appropriately evaluate a business plan.
- 4) Evaluate a feasibility analysis.
- 5) Perform basic accounting and budgeting functions, including analysis of financial reports.
- 6) Apply appropriate decision-making rules in evaluating business investment opportunities.
- 7) Apply for a government or private grant.
- 8) Determine an effective revenue generation strategy for events and tourism organizations.

REQUIRED TEXT AND CALCULATOR

Brayley, R.E., & McLean, D.D. (2008). *Financial Resource Management: Sport, Tourism, and Leisure Services*. Champaign, IL: Sagamore Publishing

Calculator: You will need a basic calculator for this course. Completing calculations on your cell phone or any other type of transmitting device is prohibited.

TOUR 414 TENTATIVE SCHEDULE

Week	Topic	Chapters
1 1/20 & 1/22	Financial Management in Context	1, 2, 3, 4
2 1/25, 1/27, 1/29	Financial Management in Context Economics	5, 6 7
3 2/1, 2/3, 2/5	Economics	7
4 2/8, 2/10, 2/12	Economics	7
5 2/15, 2/17, 2/19	Entrepreneurship	
6 2/22, 2/24, 2/26	Revenue Management	8, 9
7 3/1, 3/3, 3/5	Revenue Management 3/1: Midterm Exam	9
	Spring Break	
8 3/15, 3/17, 3/19	Revenue Management	9, 10
9 3/22, 3/24, 3/26	Revenue Management	11, 12
10 3/29, 3/31, 4/2	Expenditure Management	13
11 4/5, 4/7, 4/9	Expenditure Management	14, 15
12 4/12, 4/14, 4/16	Expenditure Management	16, 17
13 4/19, 4/21, 4/23	Expenditure Management	18
14 4/26, 4/28, 4/30	Business Planning	19
15 5/10	5/10: Final Exam: 7:30 a.m. – 10:15 a.m.	

TOUR 414 EVALUATION

	Weight
Attendance, Class Participation	10% (.10)
Short Assignments: Homework, In-class Assignments, Directed Readings (multiple grades divided by total)	30% (.30)
Quizzes (multiple grades divided by total)	10% (.10)
Midterm Exam	20% (.20)
Final Exam (cumulative)	30% (.30)
TOTAL	100%

Grading Scale

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

TOUR 414 CLASS POLICIES

1. **Attendance, Punctuality and Participation** – Regular attendance and punctuality are essential to your success in TOUR 414. Demonstrate your business acumen by attending all class sessions and being on time. Attendance will be taken at the beginning of each class. Absenteeism, late arrival to class and early leave taking can affect your overall grade in the class. Beyond any grade penalties for ongoing absences or habitual tardiness, the instructor may issue an “F” grade for the overall course if, after written warning, the student’s absence or tardiness continues at a level that constitutes “non-participation.”
2. **Short Assignments: Homework/In-Class Assignments/Directed Readings** – Throughout the semester, you will regularly have short assignments, including homework, in-class assignments and directed readings. These assignments are to be completed independently unless otherwise indicated by your instructor. None of these assignments will be accepted late, nor can they be made up. Your two lowest short assignment grades will be dropped.
3. **Quizzes** – Throughout the semester, you will regularly have quizzes, both announced and unannounced. None of these quizzes will be accepted late, nor can they be taken early or made up. Your lowest quiz grade will be dropped.
4. **Midterm and Final Exams** – The midterm and final exams must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.
5. **Instructor Arrival Policy** – If your instructor is not in the classroom at the start of class time, please wait 15 minutes before leaving.
6. **Inclement Weather Policy** – Call 703-993-1000 in the case of inclement weather to determine if class will be held.
7. **Syllabus Changes** – Your instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may apply to the course schedule, specific activities, evaluation or policies. Any changes will be clearly communicated to all students.



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>