

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 340-001 Sustainable Tourism - (3)
Fall 2010

DAY/TIME:	W: 1:30 p.m. – 4:15 p.m.	LOCATION:	David King Hall 1006
INSTRUCTOR:	Dr. Peter U. C. Dieke	EMAIL ADDRESS:	pdieke@gmu.edu
OFFICE LOCATION:	Bull Run Hall 201D	PHONE NUMBER:	703-993-4260
OFFICE HOURS:	W: 12 noon – 1:00 p.m.	FAX NUMBER:	703-993-2025
	*FX-RAC, Room 2109		

Key:

* = Fairfax Campus-Recreation and Athletic Complex

PREREQUISITES

TOUR 200 & TOUR 220

COURSE DESCRIPTION

Considers the characteristics of environmentally, economically, and socioculturally sustainable tourism, and assesses the possibilities and limitations for its implementation in a variety of destination and product settings. Emphasizes conventional “mass” tourism as well as small-scale “alternative” tourism.

COURSE OBJECTIVES

On completion of this course students should be able to: In particular:

- Conceptualize sustainability and its relevance to tourism;
- Analyze the *economic, environmental, and socio-cultural* contexts of sustainable tourism;
- Evaluate the principles of sustainable tourism in relation to tourism impacts;
- Assess the practical application of sustainable tourism principles;
- Demonstrate an awareness of good practice in sustainable tourism management;
- Appreciate the challenges and opportunities encountered in implementing sustainable tourism management principles in such subsectors as accommodation, transportation, and tour operations;
- Appreciate differences in and rationale for conventional “mass” tourism versus “alternative tourism”; and
- Show knowledge of current trends in community involvement in tourism planning and development.

REQUIRED TEXT

Weaver, David (2006) *Sustainable Tourism*, 1st edition. Burlington, MA: Elsevier. ISBN: 0 7506 6438 X

EVALUATION

Requirements

1. Midterm Exam (25 points)
2. Final Exam (25 points)
3. Group Research Paper/Presentation (25 points)
4. Participation in Class Activities (25 points)

Grading Scale

The following semester accumulation scale will be used by the instructor as a guide for determining the final grade:

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	

TENTATIVE COURSE SCHEDULE/OUTLINE		
WEEK	Content	Readings/Assignment
1 (9/1)	Introduction to the course Emergence of sustainable tourism	Chapter 1, pp. 1-17
2 (9/8)	Issues in Sustainable Tourism	Chapter 2, pp. 18-37
3 (9/15)	Alternative Tourism	Chapter 3, pp. 38-57
4 (9/22)	Conventional Mass Tourism	Chapter 4, pp. 58-72
5 (9/29)	The Facilitating Sectors	Chapter 5, pp. 73-90
6 (10/6)	Attractions	
7 (10/13)	Midterm Exam (Chapters 1-5) Quality Control	Midterm Exam (Chapters 1-5) Chapter 6, pp. 91-109
8 (10/20)	Tourist Destinations	Chapter 7, pp. 110-131
9 (1/27)	Spatial Strategies for Destinations	Chapter 8, pp. 132-152
10 (11/3)	Visitor Management Strategies for Destinations	Chapter 9, pp. 153-173
11 (11/10)	Ecotourism: The Conscience of Sustainable Tourism	Chapter 10, pp. 174-190
12 (11/17)	Group Research Paper/Presentation (Groups 1 – 5)	Chapter 11, pp. 191-208
13 (11/24)	Thanksgiving Recess, university closed	
14 (12/1)	Group Research Paper/Presentation (Groups 6 – 11)	
15 (12/8)	Revision Course evaluation	
16 (12/15)	Final Examination	Final Examination



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ Counseling and Psychological Services (CAPS) provides a wide range of services to students, faculty, and staff. Services are provided by a staff of professional counseling and clinical psychologists, social workers, and counselors. The Center provides individual and group counseling, workshops and outreach programs -- experiences to enhance a student's personal experience and academic performance
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ All official, course-related e-mail correspondence must be communicated through GMU e-mail accounts.
- ❖ 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>