

GEORGE MASON UNIVERSITY

Department of Recreation, Health & Tourism

**TOUR 200—Introduction to Travel and Tourism  
Fall 2010**

DAY/TIME: W 1:30-4:15

LOCATION: Krug 7

PROFESSOR: Rebecca Kelley

EMAIL ADDRESS: rkelley5@gmu.edu

OFFICE HOURS: By Appointment

**PREREQUISITES:** None

**COURSE DESCRIPTION**

Introduction to travel and tourism from local to international levels. Overview of the scale, scope, and organization of the industry, with emphasis on the development of natural, cultural, heritage, and recreational resources of tourism. Identifies issues related to the economic, technological, legal, and political aspects of tourism.

**COURSE OBJECTIVES**

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

1. Explain the status of tourism as an increasingly important academic areas of investigation;
2. Describe the nature of tourism from a systems perspective;
3. Describe the 'push' (demand) and 'pull' (supply) factors that are associated with the emergence of modern tourism systems;
4. Identify spatial patterns of tourism development at the global, national and local level;
5. Appreciate the management dimensions of tourist attractions and other components of the tourism industry;
6. Discuss major tourist market trends and segmentation criteria;
7. Apply basic marketing concepts to the tourism system;
8. Identify and critique the potential positive and negative economic, socio-cultural, and environmental impacts of tourism that can affect various kinds of destinations;
9. Formulate strategies that will allow destinations to maximize the positive impacts of tourism, whilst minimizing its negative impacts;
10. Describe the dynamics associated with destination development;
11. Explain and assess the increasing importance of 'sustainability' as a principle for the management of tourism systems; and
12. Appreciate the importance and basic characteristics of research within the field of tourism management.

**REQUIRED READINGS**

Weaver, D. W. & Lawton, L. (2006). *Tourism Management* (3rd ed.) Milton, Qld: John Wiley & Sons Australia, Ltd.

## EVALUATION\*

### Requirements:

Type	Points	Due Date
Participation/Attendance	25	
Group Project #1	25	September 22, 2010
Midterm Exam #1	100	September 29, 2010
Site Visit		October 6, 2010
Site Visit Paper Due	50	October 13, 2010
Midterm Exam #2	100	November 3, 2010
Group Project #2	100	
Groups 1-5		November 10, 2010
Groups 6-10		November 17, 2010
Final Exam	100	December 20, 2010

Notes: \*Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. All students are expected to keep a copy of their original work (i.e. Site Visit Analysis and Oral PowerPoint presentation and class handout).

\*\*Refer to GMU Fall 2010 Exam Schedule to verify date of exam.

### Grading Scale

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

485 to 500	=	A+
465 to 484	=	A
450 to 464	=	A-
435 to 449	=	B+
415 to 434	=	B
400 to 414	=	B-
385 to 399	=	C+
350 to 384	=	C
300 to 349	=	D
299 or less	=	F

## COURSE OUTLINE

Please see attached course outline. Please note that this is only a rough outline and does not include articles which may be assigned. The order of this schedule may change to fit the needs of the class.

<p><b>Week One</b>  <b>September 1, 2010</b>          Syllabus Overview          Class Introduction, Groups Assigned          Chapter 1 Introduction to tourism management  <i>Assignments:</i>  <i>Read Chapters 1, 2 and 3 prior to next class meeting</i></p>	<p><b>Week Two</b>  <b>September 8, 2010</b>          Chapter 2 The tourism system          Chapter 3 The evolution &amp; growth of tourism          Group Project #1 Assigned  <i>Assignments:</i>  <i>Read Chapters 4 &amp; 5 prior to next class meeting</i>  <i>Begin Group Project #1</i></p>
<p><b>Week Three</b>  <b>September 15, 2010</b>          Chapter 4 Destinations          Chapter 5 The Tourism Product          Site Visit Assignment Overviewed  <i>Assignments:</i>  <i>Read Chapter 6 prior to next class meeting</i>  <i>Work on Group Project #1</i></p>	<p><b>Week Four</b>  <b>September 22, 2010</b>          Chapter 6 Tourist Markets          Group Project #1 Due          Review for Midterm Exam 1          Overview Group Project #2  <i>Assignments:</i>  <i>Review for Exam 1</i>  <i>Work on Group Project #2</i></p>
<p><b>Week Five</b>  <b>September 29, 2010</b>          Exam 1          Topic due for Group Project #2-Hand in weekly status  <i>Assignments:</i>  <i>Read Chapter 7 prior to class meeting</i>  <i>Work on Group Project #2, Weekly status due</i></p>	<p><b>Week 6</b>  <b>October 6, 2010</b>          Site analysis visit-No class. Site visit must be completed on or before today's date!!  <i>Assignments:</i>  <i>Complete Site Analysis assignment</i>  <i>Work on Group Project #2, Weekly status due</i></p>
<p><b>Week 7</b>  <b>October 13, 2010</b>          Site Analysis Paper Due-AT START OF CLASS          Chapter 7 Tourism Marketing          Group Project #2 -Meeting with Professor          Initial Group Research Due          Weekly Status Due  <i>Assignments:</i>  <i>Read Chapter 8 prior to next class meeting</i>  <i>Work on Group Project #2, Weekly status due</i></p>	<p><b>Week 8</b>  <b>October 20, 2010</b>          Chapter 8 Economic Impact of Tourism          Group Project #2 -Meeting with Professor          Weekly Status Due  <i>Assignments</i>  <i>Read Chapter 9</i>  <i>Work on Group Project #2, Weekly status due</i></p>

<p><b>Week 9</b>  <b>October 27, 2010</b>  Chapter 9 Socio-cultural impacts of tourism  Review for Exam 2  Group Project #2 -Meeting with Professor/  Weekly Status Due</p> <p style="text-align: center;"><i>Assignments:</i>  Review for Exam 2  Work on Group Project #2, Weekly status due</p>	<p><b>Week 10</b>  <b>November 3, 2010</b>  Exam 2 First 1.5 hours of class  Finalize group presentations</p> <p style="text-align: center;"><i>Assignments:</i>  Groups 1-5 prepare for presentation  Group Project #2 -Final meeting with professor</p>
<p><b>Week 11</b>  <b>November 10, 2010</b>  Groups 1-5 present  Peer evaluation forms due for Groups 1-5</p> <p style="text-align: center;"><i>Assignments:</i>  Groups 6-10 prepare for presentation</p>	<p><b>Week 12</b>  <b>November 17, 2010</b>  Groups 6-10 present  Peer evaluation forms due for Groups 1-5</p> <p style="text-align: center;"><i>Assignments:</i>  Read Chapter 10 &amp; 11 prior to next class meeting.</p>
<p><b>Week 13</b>  <b>November 24, 2010</b>  No Class Thanksgiving Break</p>	<p><b>Week 14</b>  <b>December 2, 2010</b>  Chapter 10 Destination development  Chapter 11 Sustainable Tourism</p>
<p><b>Week 15</b>  <b>December 8, 2010</b>  Final class/Final Exam Review  Presentation grades posted</p>	<p><b>Week 16</b>  <b>December 15, 2010</b>  <b>FINAL EXAM</b>  <b>In Classroom</b>  <b>7:30-10:15 pm</b></p>

### TOUR 200 Class Policies

**Attendance** – Regular attendance is essential to your success in TOUR 200. An attendance sign in sheet will be located at the front of the classroom. Please sign in at the beginning of class.. If a student arrives once class has begun, they should enter as quietly as possible notify me at class break so that I can mark them as present. If a student is late to class more than twice without prior notification, their attendance and participation grade will be affected. Please notify me if you must leave class early and sit in a location near the door so as not to disrupt the class.

**Site Visit Analysis** – The class will be completing a site analysis requiring a written analysis. Please note that any assignment that is late will receive a deduction of one letter grade for every day it is late. The Site Visit will take place at a location agreed upon by the class and will be a written paper, submitted as a hard copy or via email providing a detailed, objective overview of the chosen site.

**Weekly Group Assignments:** Each week each group will be assigned a short research project that needs to be completed prior to the next class period. In class the groups will present their project and

the class will discuss the topics that are covered. All members of the group are expected to take part in the research, execution and delivery of the weekly assignments and all class members are expected to take part in the weekly discussion. Each weekly group assignment will include a short five minute presentation of the team's research followed by a class discussion. All groups will present each week, and each group member is expected to hand in the weekly team evaluation form. These assignments count towards the weekly participation grade.

**Group Presentations** – There will be two group presentations. The first presentation will be a five minute presentation on tourism and a specified country or region, the second presentation will be a 20 minute presentation to be explained in detail in class. The group presentation is meant to be a team effort and will be graded accordingly. Each team member will receive a group grade as well as an individual grade based on their role in the presentation and their peer reviews. If a group member is not present on presentation day without contacting me **PRIOR** to class, they will receive half credit for the group project if the average peer evaluation grade received from team members is a 4 or higher. If there is an issue with participation within a group, and one member is given 0 peer points by all other group members, the professor reserves the right to assign a new project to the identified student. In addition, each group member must hand in the weekly team evaluation form at each class meeting.

**Instructor Arrival Policy** – If your instructor is not in the classroom at 1:30 (TOUR 200-003) please wait 20 minutes before leaving.



- ❖ 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](http://www.gmu.edu/student/drc)]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>