

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**  
**TOUR 210-Global Understanding of Travel and Tourism – 3 credits**

**Fall 2010**

|                  |                            |                 |                      |
|------------------|----------------------------|-----------------|----------------------|
| Day/Time:        | Monday - 4:30 pm – 7:10 pm | Location:       | Science & Tech II 15 |
| Professor:       | John F. Byrne              | E-mail Address: | jbyrne4@gmu.edu      |
| Office Location: | By arrangement             | Phone Number:   | Please use e-mail    |
| Office Hours:    | By appointment             | Fax number:     | None                 |

Fulfills baccalaureate degree [General Education Requirements](#) for Global Understanding. See page 3 of this Syllabus.

**Prerequisites**

None.

**Course Description**

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.

**Course Objectives**

This course stresses the interconnectedness, difference and diversity that are central to understanding and operating in a global society. At the completion of this course students should be able to:

1. Discuss the impact of tourism on the global economy and other peripheral areas (e.g. developing nations).
2. Analyze significant global tourism issues and demonstrate an awareness of how these issues are perceived and dealt with in different cultural and historical traditions.
3. Describe the ways in which tourism contributes to appreciation of cultural heritage and the international foundations of American society.
4. Discuss the social impacts of global tourism, including acculturation, religious tolerance, and political awareness.
5. Discuss the role of international tourism in promoting world peace.
6. Design an international travel itinerary that would allow a tourist to learn about another country.
7. Visit other countries with an improved sense of host/guest relations and with greater appreciation for the opportunities to expand learning about the world cultures.

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## Course Overview

The course looks at global tourism from different aspects: that of the tourist, that of the tourism service providers, that of the government agencies that promote and regulate it, that of groups that promote tourism, that of researchers and observers, and that of others. Student presentations are meant to augment the formal presentations. Classes, reading assignments and student presentations, and often guest speakers, emphasize the different aspects of global tourism. As the course progresses students should be able to integrate these topics and see how the field of global tourism is broad and complex.

## Required Readings

Refer to Reading List to determine which articles to read and WEB sites to visit for specific classes.

## Evaluation

This course will be graded on a point system, with a total of 100 possible points.

| Requirements  | Points |
|---|--------|
| Quizzes & Homework  | 10%    |
| This Week in the World<br>Presentation & Report                       | 10%    |
| Armchair Travel Journal<br>Report                                     | 10%    |
| First Exam  | 25%    |
| Semester Project - International Travel Plan<br>Presentation & Report | 15%    |
| Second Exam   | 30%    |
|   | 100%   |

## Grading Scale

Grades for the course will be assigned based on numerical averages in accordance with the assignment weights stated above.

Letter grades will be calculated using the following scale:

### **Grading Scale**

|              |              |               |             |
|--------------|--------------|---------------|-------------|
| A = 94 -100  | B+ = 88-89   | C+ = 78 - 79% | D = 60 - 69 |
| A- = 90 - 93 | B = 84 - 87  | C = 74 - 77   | F = 0 - 59  |
|              | B- = 80 - 83 | C- = 70 - 73  |             |

## Participation & Homework

This course will be valuable to you only if you actively participate by reading, thinking, and joining in class discussions and activities. I strongly encourage your attendance in class, your participation in in-class activities and discussions, and the timely completion of homework and

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assignments. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due or **no credit will be given**.

### Exams

If an exam is not taken with the class on the assigned date, you must have a documented excused absence in order to take a makeup exam. Makeup exams must be arranged by you and should be taken no later than one week after the regularly scheduled exam.

## General Education at George Mason University



### **The General Education Mission**

The mission of George Mason University's General Education Program is to educate, liberate, and broaden the mind, and to instill lifelong love of learning. In conjunction with each student's major program of study and other electives, minors, or certificates, this program seeks to produce graduates with intellectual vision, creative abilities, and moral sensibility, as well as the skills to assure a well-rounded and useable education.

### **Global Understanding Goal**

Courses examine some of the principal global issues and concerns that shape our world today. After completing a course from this category, students will be able to identify the causes and consequences of change in significant global issues. While some courses may deal with a specific global problem, institution, or issue, others may focus on a specific area or region outside the contemporary Western world by incorporating specific comparisons of several cultures. All courses in this category help students develop an understanding of global issues as well as an awareness of how these issues are perceived and dealt with in different cultural and historical traditions and, where relevant, by different formal and informal institutions throughout the world. These courses stress the interconnectedness, difference, and diversity that are central to understanding and operating in a global society.

A general education course in Global Understanding should address these learning outcomes - Upon completing the course, students will be able to:

1. Develop understanding of global patterns and processes and their interaction with society
2. Demonstrate understanding of the interconnectedness, difference, and diversity of a global society
3. Identify, evaluate and properly cite resources appropriate to the field, such as audio/visual/online/print materials, or artifacts
4. Apply awareness of global issues to a consideration of individual or collective responsibilities within a global society
5. Devise analytical, practical, or creative responses to global problems or issues

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### Course Topics

1. History of Tourism & Introduction to the Global Tourism System
2. Economic Impacts of Global Tourism
3. Tourism Employment
4. Culture and Tourism
5. Tourism - Terrorism and Natural Disasters
6. Peace through Tourism
7. Volunteer Tourism
8. Youth Travel, Backpacking, Hostelling and Independent Travel
9. Eco-tourism, Sustainable Tourism & Global Climate Change
10. International Travel Plan

### Tentative Course Schedule

The Schedule may be changed to properly cover Course Topics, to suit schedules of Guest Speakers, because of weather, or for other reasons. Notification of any changes will be reported in class.

| DATE                      | AGENDA   |
|---------------------------|--|
| Aug 30                    | Course Introduction  |
| Sep 6                     | Labor Day – no class   |
| Sep 13                    | Project Teams and Assignments<br>1. History of Tourism & Introduction to the Global Tourism System<br>Cannibal Tours Part 1 (subsequent parts during next three classes)<br>**See Reading List** |
| Sep 20                    | 2. Economic Impacts of Global Tourism<br>Writing Center Presentation   |
| Sep 27                    | Study Abroad – Center for Global Education<br>3. Tourism Employment  |
| Oct 4                     | 4. Culture & Tourism   |
| <b>Oct 12<br/>Tuesday</b> | First Exam<br>Armchair Travel Journal report due   |
| Oct 18                    | 5. Tourism - Terrorism and Natural Disasters<br>2d Video Part 1 (subsequent parts during next three classes)<br>**See Reading List**   |
| Oct 25                    | Peace Corps – Presentation<br>6. Peace through Tourism   |

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| DATE   | AGENDA   |
|--------|--|
| Nov 1  | 7. Volunteer Tourism   |
| Nov 8  | 8. Youth Travel, Backpacking, Hostelling and Independent Travel  |
| Nov 15 | 9. Eco-tourism, Sustainable Tourism & Global Climate Change  |
| Nov 22 | 10. International Travel Plan<br>Semester Project<br>Student presentation & Report due                           |
| Nov 29 | 10. International Travel Plan<br>Semester Project<br>Student presentation & Report due<br>Review for Second exam |
| Dec 6  | Second Exam  |

- ❖ 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>



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### Reading List

#### 1. History of Tourism & Introduction to the Global Tourism System

Horne, Donald. "[Home Thoughts from the Carousel](#)." *The Intelligent Tourist*. McMahons Point, NSW: Margaret Gee Publishing. 1992. 3 - 11.

Perrottet, Tony. "[The Once and Future Tourist Trail](#)." *Route 66 A.D.* New York, NY: Random House. 2002. 20 - 23.

Casson, Lionel. "[Sightseeing](#)." *Travel in the Ancient World*. Toronto, Canada: Hakkert. 1974. 262 - 291.

The Grand Tour. Metropolitan Museum of Art. 19 Aug 2010.  
<[http://www.metmuseum.org/toah/hd/grtr/hd\\_grtr.htm](http://www.metmuseum.org/toah/hd/grtr/hd_grtr.htm)>

Italy on the Grand Tour, Exhibits Overview, Experience the Grand Tour. J. Paul Getty Trust. 19 Aug 2010. <[http://www.gettymuseum.us/art/exhibitions/grand\\_tour/](http://www.gettymuseum.us/art/exhibitions/grand_tour/)>

Familiarization with website. "[Center for Global Education](#)." George Mason University. 19 Aug 2010. <<http://gloaled.gmu.edu/>>

#### 2. Economic Impacts of Global Tourism

Burns, Peter and Andrew Holden. "[Economic impacts of tourism](#)." *Tourism: A New Perspective*. London: Prentice Hall, 1995. 136 - 150.

Pi-Snyer, Oriol, Thomas R. Brooke, and Magali Daltabuit. "[Tourism on the Maya Periphery](#)." *Hosts and Guests Revisited: Tourism Issues of the 21<sup>st</sup> Century*. Ed. Valene L. Smith and Maryann Brent. New York: Cognizant Communication Corporation, 2001. 122 - 140.

"Town Asks Kung Fu Monks for Tourism Blessings." *New York Times* 19 Aug 2010.  
<<http://www.nytimes.com/2009/01/02/world/asia/02shaolin.html?partner=rss&emc=rss>>

Stynes, Daniel J. "Economic Impacts of Tourism." 19 Aug 2010.  
<<https://www.msu.edu/course/prr/840/econimpact/pdf/ecimpvol1.pdf>>

[Tourism in OECD Countries 2008: Trends Policies](#). Organisation for Economic Co-operation and Development. 1 - 11.

#### 3. Tourism Employment

"The Winds of Change." World Travel and Tourism Council. 19 Aug 2010.  
<[http://www.wttc.org/bin/pdf/original\\_pdf\\_file/exec\\_summary\\_final.pdf](http://www.wttc.org/bin/pdf/original_pdf_file/exec_summary_final.pdf)>

"Update of Monthly Tourism Indicators." World Tourism and Travel Council. 19 Aug 2010. Select the latest month available.  
<[http://www.wttc.org/eng/Tourism\\_Research/Economic\\_Research/Monthly\\_Update\\_of\\_Tourism\\_Indicators/](http://www.wttc.org/eng/Tourism_Research/Economic_Research/Monthly_Update_of_Tourism_Indicators/)>

"Tourism Outlook 2010." World Tourism Organization. 19 Aug 2010.  
<[http://www.unwto.org/media/mag/en/pdf/UNWTONews\\_2010\\_1.pdf](http://www.unwto.org/media/mag/en/pdf/UNWTONews_2010_1.pdf)>

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Van Broeck, Anne Marie. 2001. "[Pamukkale: Turkish Homestay Tourism](#)." In *Hosts and Guests Revisited: Tourism Issues of the 21<sup>st</sup> Century*. Edited by Valene L. Smith and Maryann Brent. New York: Cognizant Communication Corporation. 161 – 174.

### 4. Culture & Tourism

Tourism Fact Sheets. "The Social and Cultural impacts of Tourism." Town of Gawler. 19 Aug 2010.

<[http://www.gawler.sa.gov.au/webdata/resources/files/5\\_Gawler\\_Impacts\\_Tourism.pdf](http://www.gawler.sa.gov.au/webdata/resources/files/5_Gawler_Impacts_Tourism.pdf)>

Shackley, Myra. 1999. "[Managing cultural impacts of religious tourism in the Himalayas, Tibet and Nepal](#)." In *Tourism and Cultural Conflicts*, pp. 95-110, edited by Mike Robinson and Pricilla Boniface. New York: CAB International.

Horne, Donald. 1992. "[The National Tourist Showcase](#)." *The Intelligent Tourist*. McMahons Point, NSW: Margaret Gee Publishing. 264 – 286.

"Investing in Cultural Diversity and Intercultural Dialogue – Executive Summary." UNESCO. 5 June 2010.

<<http://unesdoc.unesco.org/images/0018/001847/184755e.pdf>>

### 5. Tourism - Terrorism and Natural Disasters

"Mumbai under attack. 28 Nov 2008 *The Boston Globe*. 1 Aug 2010.

<[http://www.boston.com/bigpicture/2008/11/mumbai\\_under\\_attack.html](http://www.boston.com/bigpicture/2008/11/mumbai_under_attack.html)>

"Effects on Perception/BP Oil Spill Survey." Source: Louisiana Office of Tourism, Effects on Perception/BP Oil Spill Survey Wave 1 Results. May 28, 2010. 15 Aug 2010.

<[http://gulfseagrant.tamu.edu/oilspill/pdfs/latourismPerception\\_BPOilWave1.pdf](http://gulfseagrant.tamu.edu/oilspill/pdfs/latourismPerception_BPOilWave1.pdf)>

"Roadmap to Recovery – A Plan to Accelerate Economic Recovery in the Gulf Coast and Future Disaster Areas." July 2010. US Travel Association. 15 Aug 2010.

<[http://www.ustravel.org/sites/default/files/page/2009/11/Oil\\_Recovery\\_Roadmap\\_710.PDF](http://www.ustravel.org/sites/default/files/page/2009/11/Oil_Recovery_Roadmap_710.PDF)>

### 6. Peace through Tourism

Tomljenovic, Renata, and Faulkner, Bill. 2001. "[Tourism and World Peace: A Conundrum for the Twenty-first Century](#)." 135 - 158.

Var, Turgut and Ap, John. (1998). "[Tourism and world peace](#)." In W.F. Theobald (Ed.) *Global Tourism*, 2<sup>nd</sup> edition. Oxford: Butterworth Heinemann. 44 - 57.

Familiarization with web site. International Institute for Peace through Tourism. 19 Aug 2010. <<http://www.iipt.org/>>

### 7. Volunteer Tourism

Familiarization with web site. Peace Corps. 15 Aug 2010. <<http://www.peacecorps.gov/>>

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McGehee, Nancy. "[Volunteer Tourism: Sustainable Innovation in Tourism, or just "Pettin' the Critters"?](#)" Best Education Network. 31 Dec 2009.

Familiarization with web site. Global Volunteers. 15 Aug 2010.

<<http://www.globalvolunteers.org/?gclid=CMrb8Jvp3pcCFQECGgod3AoxCg>>

Familiarization with web site. Cross Cultural Solutions. 15 Aug 2010.

<<http://www.crossculturalsolutions.org>>

### 8. Youth Travel, Backpacking, Hostelling & Independent Travel

"Hostelling International USA." (2005). American Youth Hostels, Inc. 15 Aug 2010.

<<http://www.hiusa.org/>>

"Global Code of Ethics for Tourism." Set of principles. 11 Mar 2005. World Tourism Organization. 15 Aug 2010. <<http://www.unwto.org/ethics/index.php>> Click on each principle for details.

### 9. Eco-tourism, Sustainable Tourism & Global Climate Change

Weaver, D. (2001). "[Sustainable Tourism: Is it sustainable?](#)" In B. Faulkner, G. Moscardo, & E. Laws (Eds.), *Tourism in the Twenty-first Century: Reflections on Experience*. London & New York: Continuum. 300 - 311.

Dowling, Ross and David Fennell. 2003. "[The Context of Ecotourism Policy and Planning](#)." In *Ecotourism Policy and Planning*. Cambridge, MA: CABI Publishing. 1 – 14.

Brown Frances. "[Environmental impacts](#)." *Tourism Reassessed: Blight or Blessing?* Woburn, MA: Butterworth-Heinemann. 1998. 45 – 54.

Tourism and Environment Programme. United National Environmental Program. 15 Aug 2010. <<http://www.unep.fr/scp/tourism/>> Be familiar with topics in index.

"From Davos to Copenhagen and Beyond: Advancing Tourism's Response to Global Climate Change". UNWTO. (pp. 1 – 26). 15 Aug 2010.

<[http://www.unwto.org/pdf/From\\_Davos\\_to%20Copenhagen\\_beyond\\_UNWTOpa\\_per\\_ElectronicVersion.pdf](http://www.unwto.org/pdf/From_Davos_to%20Copenhagen_beyond_UNWTOpa_per_ElectronicVersion.pdf)>

Familiarization with: Sustainable Coastal Tourism - An integrated planning and management approach. 15 Aug 2010.

<<http://www.uneptie.org/shared/publications/pdf/DTIx1091xPA-SustainableCoastalTourism-Planning.pdf>>

Familiarization with: Building Nepal's Private Sector Capacity for Sustainable Tourism Operations: A collection of Best Practices and Resulting Business Benefits .

UNEP. 2008. 15 Aug 2010.

<<http://www.unep.fr/shared/publications/pdf/DTIx1060xPA-MASTNepal.pdf>>

Familiarization with: Tourism and Mountains: A practical guide to managing the social and environmental impacts of Mountain Tours. UNEP. 2007. 15 Aug 2010.

<<http://www.unep.fr/shared/publications/pdf/DTIx0957xPA-MountainsEN.pdf>>



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Familiarization with website. The International Ecotourism Society. 15 Aug 2010.  
<<http://www.ecotourism.org/>>

Familiarization with website. Guidelines for community-based ecotourism. development.  
WWF. 15 Aug 2010. <<http://assets.panda.org/downloads/guidelinesen.pdf>>

## Armchair Travel Journal

This is an INDIVIDUAL project.

1. Become aware of CURRENT EVENTS about International Tourism and Travel.

Keep your eyes and ears open to what global tourism issues, and which locations, are making it into the current media. Where do you see concepts and issues from this course discussed in the media? Look:

- In newspapers including the Travel sections,
- In magazines,
- On the Internet, and
- On television news programs.

What are the current issues?

- Where is everyone going – or not going?
- What about the economic downturn?
- Why are some places popular – or unpopular?

2. Identify SIX (6) ARTICLES about international tourism issues, exposés, or programs related to the various Course Topics (see 1 – 9 on page 4). Be sure that *each* media selection relates to a *different* Course Topic.

3. Write a REPORT consisting of six - two (2) paragraph synopses about each article. The REPORT should be limited to two pages typewritten, in 12 point type, using Times New Roman font, with one (1) inch margins.

It is *very important* that you cite all sources. If you use things from a WEB site, or from anywhere else, be sure to cite and reference it.

Your Report is due **Oct 12**.

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## This Week in the World Presentation

This is a combination GROUP AND INDIVIDUAL project.

The coordination for the PRESENTATION, and the PRESENTATION itself, will be a group project. The work you do for the PRESENTATION, and the REPORT you prepare and submit, will be an individual project.

1. Sign-up to make a multi-person *This Week in the World* group for a Course Topic and PRESENTATION date.
2. Plan your strategy
  - 1) Immediately meet with your *This Week in the World* group.
  - 2) Select a group coordinator.
  - 3) Assign the work.
  - 4) Schedule a 'pre-presentation' meeting for at least one week before your PRESENTATION date.

Make sure there are no duplications for the articles the group intends to discuss with the class. Assure that all articles relate to the course topic for that week, and Plan-out how your discussion will be organized.

3. On your discussion date, make your PRESENTATION to the class. Suggestions:
  - Prepare PowerPoint slides which highlight the articles, exposés, and programs.
  - Lead a class discussion about the connection between your articles, exposés, and programs and the COURSE TOPIC.
  - Ask questions, encourage debate.
  - Play a game.
  - Be creative, make it fun!

All members of your team must participate in preparation and PRESENTATION.

At the end of your discussion each member of your group must pass in a one page REPORT articulating how the media selection you presented relates to or illustrates the COURSE TOPIC for the day.,

At the end of this REPORT (on the back side) indicate the grade you would give yourself and the other members of your group.

The COURSE TOPIC you have selected is \_\_\_\_\_

Your PRESENTATION is scheduled, and its REPORT is due: \_\_\_\_\_

I will e-mail you the names and contact information, and the presentation dates, before the Sep 13 class.

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## International Travel Plan

This is a TEAM project.

1. Select a FOREIGN COUNTRY upon which to plan a visit
2. Team-up with other classmates to make a TRAVEL TEAM. There is a maximum of five members to a team. Do not choose a country any team member has visited.
3. Select the PRIMARY PURPOSE for the trip
  - 1) Music – incl. dance, orchestra, and opera;
  - 2) Culture – incl. ethnic appreciation and understanding, language, food, and government;
  - 3) Museums – incl. art, natural history & science, and history;
  - 4) History – incl. archeology, military remembrance and colonialism;
  - 5) Hostelling, backpacking, and Bed & Breakfast;
  - 6) Study abroad – semester or year;
  - 7) Sports – playing or observing;
  - 8) Volunteering – short or long stay;
  - 9) Relaxation – Sun, sand & surf and guided tours; and
  - 10) Eco-tourism – incl. nature study, *Green* development, energy efficiency.
4. LEARN the requirements and the various options available to you.
  - 1) Interview at least one person from the foreign country's embassy or the US State Department. Interviews can be conducted in person, by telephone, by e-mail, or by letter.
  - 2) Visit organizations that support the category of foreign travel you are planning.
  - 3) Search the internet.
  - 4) Find history, culture, art, politics, travel, etc., books in the library.
  - 5) Talk with others who know the country or who have made a similar trip.
5. PLAN the trip
  - 1) Determine what you need to do in regard to a passport and visa.
  - 2) Look up the *seven basic words* in the language or jargon of the country;
  - 3) Develop an itinerary and explain what you will actually do;
  - 4) Determine transportation needs:
    - a. Getting there & return, and
    - b. While there;
  - 5) Explain if or how you plan to offset the carbon dioxide your trip will generate; and
  - 6) Determine where you will stay.
6. PRESENT your trip to the class

Create a PowerPoint PRESENTATION. You can use props, pictures, maps, brochures, and sound, as you wish. In addition to PowerPoint use whatever media it takes to educate and engage the class. Discuss:

  - 1) How you will prepare for your trip,
  - 2) How you will get around,

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- 3) What you hope to learn:
  - A) about the country's cultural heritage, and
  - B) about the way of life of its residents, and
- 4) Give a cost estimate for each member.

You will have 20 minutes for your PRESENTATION.

- 7. Prepare and submit a team REPORT on your International Travel Plan.  
Cite your sources. Use up to eight typewritten pages. Pass in your REPORT at your PRESENTATION
- 8. Be prepared to DISCUSS PRESENTATIONS OF OTHER TEAMS ON THE SECOND EXAM.  
Pay particular attention to:
  - 1) Preparations,
  - 2) Highlights of the planned trip, and
  - 3) What the travelers hoped to learn.
- 9. On the second exam I will ask you to rate YOUR PERFORMANCE AND THAT OF YOUR TEAM MEMBERS.

My TRAVEL TEAM members are:

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The COORDINATOR is:

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The CATEGORY OF FOREIGN TRAVEL is:

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The COUNTRY we are visiting is:

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The PRESENTATION is scheduled, and the REPORT is due:  Monday, Nov 22  
 Monday, Nov 29

I will e-mail you the names and contact information, and the presentation dates, before the Sep 13 class