

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**TOUR 340-002 Sustainable Tourism**  
**Fall 2010**

<b>DAY/TIME:</b>	<b>W 1:30 – 4:15 p.m.</b>	<b>LOCATION:</b>	<b>FX-R A208</b>
<b>PROFESSOR:</b>	<b>Dr. Danielle Dimitrov</b>	<b>EMAIL ADDRESS:</b>	<b><a href="mailto:ddimitr2@gmu.edu">ddimitr2@gmu.edu</a></b>
<b>OFFICE LOCATION:</b>	<b>FX-R A208</b>	<b>PHONE NUMBER:</b>	703-569-8060/ext.4451
<b>OFFICE HOURS:</b>	By appointment only	<b>FAX NUMBER:</b>	703-569-8061

**PREREQUISITES**

TOUR 200, TOUR 220

**COURSE DESCRIPTION**

This course will consider the characteristics of environmentally, economically and socio-culturally sustainable tourism and assess the possibilities and limitations for its implementation within a variety of destination and product settings. It will also emphasize conventional “mass” tourism as well as small-scale “alternative” tourism.

**COURSE OBJECTIVES**

Completing this course, students should be able to:

1. Conceptualize sustainability and its relevance to tourism;
2. Analyze the *economic, environmental, and socio-cultural* contexts of sustainable tourism;
3. Evaluate the principles of Sustainable Tourism and its impacts;
4. Assess the practical application of sustainable tourism principles;
5. Demonstrate an awareness of good practice in Sustainable Tourism management;
6. Appreciate the challenges and opportunities encountered in implementing Sustainable Tourism management principles in such sub-sectors as accommodation, transportation, tour operations, and attractions;
7. Appreciate differences in and rationale for conventional “mass” tourism versus “alternative tourism”;
8. Demonstrate knowledge of “ecotourism” as the “conscience of Sustainable Tourism” and its varieties.
9. Show knowledge of current trends in community involvement in tourism planning and development.

### COURSE OVERVIEW

Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sections, 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**. Participation in class discussions is encouraged.

### REQUIRED READINGS:

1. Weaver, D. (2006). *Sustainable tourism* (1<sup>st</sup> ed.). New York: Elsevier.
2. Posted articles and material on BlackBoard for each class. Please go to the BB Student Resource Guide for help: <http://tap.gmu.edu/bbstudentguide.pdf>
3. *Publication manual of the American Psychological Association* (6<sup>th</sup> ed.). (2010). Washington DC: APA

### EVALUATION

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

Item	Requirements:	Points
<i>Attendance</i>	Only three absences per semester shall be excused. Please notify instructor in advance.	5
<b>Mid-term Exam</b>	Closed book exam covering Chapters 1-5. Choose 2 topics to develop from a list of 5. Cite at least two sources per question (Author's name, year).	25
<b>Presentation</b>	15 min individual in class presentation. Teams may also present. Team of two – 20 min presentation. Team of 3 -30 min presentation. Use of power Point is encouraged. Topics shall be chosen according to class material for the corresponding day. Choose your own topic of interest. Examples - please see insert.	20
<b>Paper Project</b>	5-10 pages double-spaced text (including references and appendix) in APA format (6 <sup>th</sup> Ed.). Please see insert for a list of topics.	25

<b>Final Exam</b>	Closed book Exam Covering Chapter 1-11. Choose three Questions to answer from a list of 6. Approximate length – 2 (or more) hand-written pages per question. Cite at least two sources per question (Author’s name, year).	25
<b>TOTAL:</b>		<b>100</b>

### 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	

### TENTATIVE COURSE SCHEDULE

Class	Date	Content	Readings
1	Sept 1	Introduction to the course Focus, setting, and scope of course material <b>2.45pm- 3.00pm break</b> Emergence of sustainable tourism	Chapter 1, pp. 1-17
2	Sept 8	Issues in Sustainable Tourism <b>2.45pm- 3.00pm break</b> <b>Dr. Scot Holliday - Guest Speaker on Sustainability</b>	Chapter 2, pp. 18-37
3	Sept 15	Alternative Tourism <b>2.45pm- 3.00pm break</b> Presentations 1-4	Chapter 3, pp. 38-57
4	Sept 22	Conventional Mass Tourism <b>2.45pm- 3.00pm break</b> Presentations 5-8	Chapter 4, pp. 58-72
5	Sept 29	The Facilitating Sectors <b>2.45pm- 3.00pm break</b> Presentations 9-12	Chapter 5, pp. 73-90

6	Oct 6	<b>First test (Chapters 1-5) – Review Mid-Term (close book) 2:45pm-3:45pm Term paper topic due</b>	Chapter 1-5 Review
7	Oct 13	Attractions <b>2.45pm- 3.00pm break</b> Presentations 13-16	Chapter 6, pp. 91-109
8	Oct 20	Quality Control <b>2.45pm- 3.00pm break</b> Presentations 17-20	Chapter 7, pp. 110-131
9	Oct 27	Tourist Destinations <b>2.45pm- 3.00pm break</b> Presentations 21-24	Chapter 8, pp. 132-152
10	Nov 3	Spatial Strategies for Destinations <b>2.45pm- 3.00pm break</b> Presentations 25-28	Chapter 9, pp. 153-173
11	Nov 10	Visitor Management Strategies for Destinations <b>2.45pm- 3.00pm break</b> Presentations 29-32	Chapter 10, pp. 174- 190
12	Nov 17	Ecotourism: The Conscience of Sustainable Tourism <b>2.45pm- 3.00pm break</b> Presentations 33-37	Chapter 11, pp. 191- 208
	<b>Nov 24</b>	<b>Happy Thanksgiving! - No class!</b>	
13	Dec 1	<b>Possible Guest Speaker – Dean Miller Visit Fairfax</b> <b>2.45pm- 3.00pm break</b> Presentations 38-42	
14	Dec 8	<b>Revision – Multiple Choice Questions</b> <b>Final Term Paper Due</b> Presentations 43 +	Chapters 6-11
15	Dec 15	<b>Final Exam (Chapters 6-11)</b> <b>1:30pm-3.45pm</b>	Chapters 6-11

*Note: Faculty reserves the right to alter the schedule as necessary.*

## **PRESENTATION TOPICS (Examples)\*:**

\*Students are also encouraged to choose a theme on their own and submit to the instructor for approval before the presentation day. In addition, articles can be used as presentation material or as the basis of your paper discussion.

1. WTO and Sustainable Tourism (historic overview of initiatives) - Chapter 1
2. The Nature Conservancy Ecotourism Program – Chapter 1
3. Other countries’ or regional level involvement with sustainable tourism initiatives (Spain, Australia, Canada, Bahamas, Bermuda, Pakistan, Moldova, etc.) – Chapter 1
4. OAS Inter-Sectoral Unit for Tourism, OECD to Tourism committee, PATA Code for Sustainable Tourism, ST-EP, WTTC Blueprint for New Tourism and/or other organizations’ ST initiatives report – Chapter 1
5. NEST Project – Chapter 2
6. Green Tourism Association – Chapter 3
7. Volunteer for Nature - Chapter 3
8. BP (Beyond Petroleum) before the Gulf crisis and after – Chapter 4
9. GreenBiz Leaders – Chapter 4
10. GreenGlobe 21 – Chapter 4
11. Organic Consumers Association – Chapter 4
12. American Airlines (good sustainability practices) - Chapter 5
13. British Airways (good sustainability practices) - Chapter 5
14. TUI (good sustainability practices) - Chapter 5
15. ICCL, ASTA, TOISTD and ITP (previously IHEI) - Chapter 5
16. AGA, IAAPA, and/or USGA - Chapter 6
17. Disney environmental/sustainability initiatives (any of their US or international parks) - Chapter 6
18. Aspen Skiing Company (good sustainability practices) - Chapter 6
19. Blue Flag, ASTA Environmental Award, and/or Committed to Green Foundation - Chapter 7
20. Green Hotels Association and LEED Certification - Chapter 7
21. Sustainability Tourism Stewardship Council - Chapter 7
22. World Legacy Awards - Chapter 7
23. Great Smoky Mountains, Shenandoah or other destinations’ transition from SMT to UMT. You may also choose other examples of destinations with transition in between other stages of the destination development cycle (CAT, DAT, SMT, UMT) - Chapter 8
24. Smithsonian Institute (Manassas battlefield restoration project) - Chapter 9
25. Viewx Carre Commission (spatial strategies for sustainability and current fate) - Chapter 9
26. Whistler Resort, Canada - Chapter 9
27. Grand Canyon National Park - Chapter 10
28. Uluru (Australia), Queen Charlotte Island (Canada), and other similar destination with natural or cultural

components - Chapter 11

29. Congress Avenue Bridge bat colony, Austin TX - Chapter 11
30. Whale Watching, dolphin watching, seal swimming, penguin watching, safaris and other fauna/flora oriented ecotours - Chapter 11
31. Please see reference list pages 209-226 for Journal Articles that might be of interest to you to present to the class. Present content and critique article. You may also complete an independent search in the university's database for the period 2005-2010. If a new and relevant article is encountered, please submit to the instructor for public upload on Black Board.

### **PAPER TOPICS (Examples)\*:**

\*Students are also encouraged to choose a paper theme on their own and submit to the instructor for approval the day paper topics are due. Choose a problem/an issue relevant to Sustainable Tourism and discuss its circumstances, pros and cons, future action plans, etc.

1. The development of Tourism, and more specifically the emergence and development of Sustainable Tourism, in any destination (national, regional, local level).
2. For each of the core WTO indicators, design a strategy for measurement, monitoring, evaluation, and costing that is relevant to a case study destination of your choice (See Table 2.1, Chapter 2).
3. Sustainable tourism and change in Tourism Organizations. (You may explore the principles of change and how they relate to introducing sustainability principles in any type of tourism organization: hospitality, transportation, attraction, TO, etc.).
4. Find a local Tourism organization (TA, TO, hotel, entertainment enterprise, etc.) and make a case study about their sustainability program or sustainability information that they provide to customers. Is such information available? Explain the reasons if it is not. Make recommendations for a future sustainability plan.
5. Design a code of conduct for a given tourism sector that takes into account that same sector's specialized circumstances. Explain why and how this code will help foster environmental and socio-cultural sustainability.
6. Identify a local tourist destination and construct a hierarchy of destinations of the area. Discuss tourism policies and actions, as well as their relevance to sustainable tourism (contradicting or complementing).
7. Discuss the *in situ* nature of tourism and how national cultural differences of both tourists and destinations play a role in the tourism experience and even in the perceptions of sustainability. Use cross-cultural articles posted on Black board (BB).



- ❖ 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>