

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

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

Day/Time:	MWF 10:30 a.m. – 11:20 a.m.	Class Location: ++FX-S & T I, Room 206
Professor:	Dr. Peter U. C. Dieke	E-Mail Address: pdieke@gmu.edu
Office Locations:	(1) +PW-BRH, Rm. 201D (2) *FX-RAC, Room 2109	Phone Number: 703-993-4260 (message)
Office Hours:	*FX-RAC, Room 2109 Monday: 1:00 p.m. - 3:00 p.m. Or by appointment	Fax Number: 703-993-2025

Key:

+	=	Prince William Campus-Bull Run Hall
++	=	Fairfax Campus-Science & Technology I
*	=	Fairfax Campus-Recreation and Athletic Complex

PREREQUISITES

TOUR 200, TOUR 220

COURSE DESCRIPTION

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

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. New York: Elsevier.

EVALUATION

(a) Requirements

<i>First test</i>	March 3 (close book)	20%
<i>Term paper</i>	April 30	30%
<i>Participation</i>		20%
<i>Final examination</i>	May 5; 10:30am-12:30pm	30%
<i>Total</i>		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/OUTLINE

Class	Date	Content	Readings
1	01/20-22	Introduction to the course Focus, setting, and scope of course material Emergence of sustainable tourism	Chapter 1, pp. 1-17
2	01/25-29	Issues in Sustainable Tourism	Chapter 2, pp. 18-37
3	02/1-5	Alternative Tourism	Chapter 3, pp. 38-57
4	02/8-12	Alternative Tourism/Conventional Mass Tourism	
5	02/15-19	Conventional Mass Tourism	Chapter 4, pp. 58-72
6	02/22-26	The Facilitating Sectors	Chapter 5, pp. 73-90
7	03/1 03/3	First test (Chapters 1-5) – Review Guide First test (close book) Term paper topic due	
8	03/15-19	Attractions	Chapter 6, pp. 91-109
9	03/22-26	Quality Control	Chapter 7, pp. 110-131
10	03/29-04/2	Tourist Destinations	Chapter 8, pp. 132-152
11	04/5-9	Spatial Strategies for Destinations	Chapter 9, pp. 153-173
12	04/12-16	Visitor Management Strategies for Destinations	Chapter 10, pp. 174-190
13	04/19-23	Ecotourism: The Conscience of Sustainable Tourism	Chapter 11, pp. 191-208
14	04/26 04/30	Revision Final Term Paper Due	
15	05/5	Final Exam (10:30am-12.30pm) (Chapters 6-11)	