

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 210-A01: Global Understanding Through Travel and Tourism (3)
Summer 2010

Day/Time:	MWF: 7:00p.m.-10:05p.m.	Location:	+Robinson B111
Professor:	Dr. Peter U. C. Dieke	Email Address:	pdieke@gmu.edu
Office Location:	201D Bull Run, PW Campus	Phone Number:	703-993-4260
		Fax Number:	703-993-2025

Key: + = Robinson Hall B

PREREQUISITE

None. Fulfills: GMU Global Understanding requirement

COURSE DESCRIPTION

This course examines tourism as a global industry and human activity, which promotes and facilitates understanding of historical and cultural values and international institutions, which characterize broader global systems.

COURSE OBJECTIVES

This course provides a basis and an analytical framework for understanding the development, structure, and significance of the international tourism sector. Such considerations will involve the economic, social, cultural, environmental, historical, political aspects of global tourism.

REQUIRED TEXT

Lickorish, Leonard J. & Carson L. Jenkins (1997), *An Introduction to Tourism*. Boston, MA: Butterworth-Heinemann.

EVALUATION

The course will have four (4) major grading situations (see assignment outlines/requirements below). The assessments will require the use of information derived from: lecture material; general print and online library resources; and external data sources.

Assignment Outlines/Requirements

Test 1: Short essay type (unseen questions & close book, in-class) (Wed., May 26)	15%
Test 2: Short essay type (open book, in-class) (Friday June 4)	25%
Test 3: FULL essay type (close book, in-class) (Wed., June 16)	40%
Participation (May 17-June 18)	20%
Total	100%

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

Date	Content	Tests/Exams
Monday May 17	Introduction to the course: Focus, setting, and scope of course material Chapter 1: The nature and characteristics of the tourism industry, pages 1-9	
Wednesday May 19	Chapter 3: The measurement of tourism, pages 33-51 Chapter 4: Factors influencing demand for tourism, pages 52-62	
Friday May 21	Chapter 5: Economic impacts of tourism, pages 63-75	(Test 1 Review Guide, Chapters 1, 3 & 4)
Monday May 24	Chapter 6: Social and cultural aspects of tourism, pages 76-84	
Wednesday May 26	Chapter 7: Tourism and the environment, pages 85-97	TEST 1 (in-class & close book)
Friday May 28	No Class	
Monday May 31	Memorial Day – University Closed (No Class)	
Wednesday June 2	Chapter 8: Tourism trades, pages 98-134 Chapter 9: Marketing, pages 135-168	(Test 2 Review Guide, Chapters 5-7)
Friday June 4	Chapter 10: Tourism policy, planning and development, pages 169-181	TEST 2 (in-class & open book)
Monday June 7	Chapter 11: Role of government, pages 182-207	
Wednesday June 9	Chapter 12: Tourism in developing countries, pages 208-215	
Friday June 11	Chapter 13: Tourism by world region, pages 216-225	
Monday June 14	Chapter 14: Future trends, pages 226-241 Course Review and Course Evaluation	(Final Exam Review Guide, Chapters 8-14)
Wednesday June 16		Final Exam (in-class & close book – Chapters 8-14)