

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 420-001—Tourism Planning and Policy (3)  
Spring 2011

DAY/TIME:	TR 1:30– 2:45 p.m.	LOCATION:	Bull Run Hall 132
PROFESSOR:	Dr. Abena A. Aidoo	EMAIL ADDRESS:	<a href="mailto:aaidoo@gmu.edu">aaidoo@gmu.edu</a>
OFFICE LOCATION:	PW-OCC, RM. 220B	PHONE NUMBER:	703-993-9047
OFFICE HOURS:	TR 10:30 a.m–12:30 p.m	FAX NUMBER:	703-993-2025

#### PREREQUISITES

PRLS 310 and TOUR 340

#### COURSE DESCRIPTION

This course examines the principles of planning and policy that apply to integrated and sustainable tourism development at the international, national, state, regional, local and site scale. Government, industry and community perspectives are taken into consideration.

#### COURSE OBJECTIVES

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

1. Understand the concepts of tourism planning and tourism policy;
2. Explain the relationship between policy for, and planning of, tourism;
3. Develop their power of analysis in relation to tourism development planning; and
4. Appreciate tourism policy planning implementation guidelines and associated challenges within a variety of local, regional, national, and international settings.

#### COURSE OVERVIEW

The content of this course will be presented through lectures, with the use of PowerPoint slides. Students will demonstrate their comprehension of the course material through in-class and take home assignments, which will be graded. Students will be expected to adhere to the guidelines listed at the end of the syllabus, and all additional policies handed out during the semester.

#### REQUIRED READINGS

There is no formal assigned textbook for this course. However, the following books are suggested:

Gunn, Clare A. (2002), *Tourism Planning*, 4<sup>th</sup> edition. London/New York: Routledge. ISBN 0-415-93269-6.

Inskeep, Edward (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, 1<sup>st</sup> edition. New York: John Wiley.

#### EVALUATION

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

	<b>Points</b>
<b>Requirements</b>	
Exam	
#1	50
#2	100
<i>Group Case Study Presentation</i>	30
<i>Participation/Attendance</i>	<u>20</u>
<b>TOTAL</b>	<b>200</b>

### Grading Scale

A+ = 195–200	B+ = 174–179	C+ = 154–159	D = 120–139
A = 188–194	B = 168–173	C = 148–153	F = 0–119
A- = 180–187	B- = 160–167	C- = 140–147	

### TENTATIVE COURSE SCHEDULE

Date	Topic	Due
January 25	Course Overview	
January 27	Tourism; The Tourism Sector; The Tourism Product	
February 1	Tourism Policy	
February 3	Tourism Planning	
February 8	Tourism Development: Integration of Policy for, and Planning of Tourism	
February 10	Tourism Demand and Tourism Supply Analyses	
February 15	No Class – Self Directed Study	
February 17	Review for Exam # 1	
February 22	Exam # 1	
February 24	Determining Tourism Growth Targets	
March 1	Economic Considerations in Tourism Planning	
March 3	Social, Cultural and Environmental Implications of Tourism Planning	
March 8		
March 10	Financing and Investing in Tourism	
March 15		
March 17	No Class – Spring Break	

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

### TENTATIVE COURSE SCHEDULE

Date	Topic	Due
March 22	Human Resource Planning in Tourism	
March 24		
March 29	Community Awareness; Community Involvement;	
March 31	Tourism Sustainability	
April 5	An Approach to Tourism Development Planning	
April 7	Group Presentation 1	Group Presentations
April 12	Group Presentation 2	
April 14	Group Presentation 3	

<b>April 19</b>	<b>Group Presentation 4</b>	
<b>April 21</b>	<b>Group Presentation 5</b>	
<b>April 26</b>	<b>Group Presentation 6</b>	
<b>April 28</b>	<b>Group Presentation 7</b>	
<b>May 3</b>	<b>Group Presentation 8</b>	
<b>May 5</b>	<b>Final class/Final Exam Review</b>	
<b>May 12</b>	<b>FINAL EXAM (#2) – In classroom – 1:30 p.m. – 4:15 p.m.</b>	

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### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].

