

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 352-002—Heritage and Cultural Tourism (3 credits)
Fall 2011

DAY/TIME:	TR 1:30 – 2:45 p.m.	LOCATION:	Occoquan 302
PROFESSOR:	Dr. Abena Aidoo	EMAIL ADDRESS:	aaidoo@gmu.edu
OFFICE LOCATION:	PW-OCC, RM. 220B	PHONE NUMBER:	703-993-9047
OFFICE HOURS:	T 10:30 a.m.–12:30 p.m. TH 10:30 a.m.–12:30 p.m	FAX NUMBER:	703-993-2025

PREREQUISITES
NONE

COURSE DESCRIPTION

Analyzes historical and cultural attractions, including museums, canals, monuments, pilgrimage sites, military sites, and cultural and heritage landscapes. Covers presentation and interpretation, African-American and Native American heritage, management and operational considerations, and marketing.

COURSE OBJECTIVES

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

- Understand the reciprocal impacts of tourism and culture;
- Identify marketable heritage and cultural resources and their relative contributions to the tourism experience;
- Discuss the challenges that are encountered in the process of identification and implementation of cultural and heritage tourism;
- Assess the tourism potential of cultural/heritage assets and evaluate cultural/heritage tourism programs and/or products;
- Articulate the concept of sustainable management for cultural and heritage tourism.

COURSE OVERVIEW

The content of this course will be presented through lectures and class discussions. PowerPoint slides will be used to provide a visual guide for the lectures and discussions. Students will demonstrate their comprehension of the course material through in-class activities and discussions, and take-home assignments. There will be opportunities for students to work in groups to provide avenues for growth in the areas of leadership, communication, and accountability. Students will be expected to adhere to the guidelines listed at the end of the syllabus, as well as **all additional course policies handed out during the semester.**

REQUIRED READINGS

McKercher, B., & du Cros, H. (2002). *Cultural tourism: the partnership between tourism and cultural heritage management*. New York: Haworth Hospitality Press.

***Additional Readings

Additional readings will be made available either through Reserve (or E-Reserve) at the Fenwick (Fairfax campus) and/or Mercer (Prince William campus) Libraries, posted on Blackboard (9.1) or distributed in class.

EVALUATION

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

	Points
Requirements	
Exam	
#1	20%
#2	20%
<i>Team Article Analysis Presentation and Report</i>	15%
<i>Team Project Presentation and Report</i>	20%
<i>Quizzes (4 unannounced)</i>	10%
<i>Attendance/Participation</i>	<u>15%</u>
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

Day	Date	Topic	Assigned Reading for the Next Class	Due
Tues	August 30	Syllabus Overview Class Introduction Creation of Groups	Chapter 3	
Thurs	September 1	Chapter 3: How Tourism Works	Chapter 1	
Tues	September 6	Chapter 1: Introduction to Cultural Tourism <i>Assigned: Team Article Presentation</i>	Additional Reading 1	
Thurs	September 8	Additional Reading 1	Chapter 9	
Tues	September 13	Chapter 9: The Cultural Tourism Market: A Cultural Tourism Typology	Chapter 2	
Thurs	September 15	Chapter 2: Challenges in Achieving Sustainable Cultural Tourism	Chapter 4	
Tues	September 20	Chapter 4: Cultural Heritage Management		
Thurs	September 22	<i>Team Article Analysis Presentations A</i>		Article Analysis Report
Tues	September 27	<i>Team Article Analysis Presentations B</i>		Article Analysis Report
Thurs	September 29	Chapter 10: Gatekeepers		
Tues	October 4	Guest Speaker		
Thurs	October 6	Midterm Exam (#1) Review		
Tues	October 11	No Class – Columbus Day		
Thurs	October 13	Midterm Exam (#1)	Chapter 7	
Tues	October 18	Chapter 7: Cultural Tourism Products – A Regional Perspective <i>Assigned: Team Projects</i>	Chapter 8	
Thurs	October 20	Chapter 8: Commodification, Environmental Bubbles and Cultural Tourism Products	Additional Reading 2	
Tues	October 25	Additional Reading 2		
Thurs	October 27	Guest Speaker	Chapter 5	
Tues	November 1	Chapter 5: Tangible Heritage	Chapter 6	
Thurs	November 3	Chapter 6: Intangible Heritage and Its Management	Additional Reading 3	
Tues	November 8	Additional Reading 3	Chapter 14	
Thurs	November 10	Chapter 14: Presentation and Management of Heritage Assets	Chapter 13	
Tues	November 15	Chapter 13: Marketing		
Thurs	November 17	Guest Speaker	Additional Reading 4	
Tues	November 22	Additional Reading 4		
Thurs	November 24	No Class – Thanksgiving Recess		
Tues	November 29	<i>Team Project Presentations B</i>		Team Project Report
Thurs	December 1	<i>Team Project Presentations B-A</i>		Team Project Report
Tues	December 6	<i>Team Project Presentations A/Class Discussion</i>		Team Project Report
Thurs	December 8	Review for Final Exam (#2)		
Tues	December 13	FINAL EXAM (#2) In classroom – 1:30 p.m. – 4:15 p.m.		

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

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>].

