TOUR 210—Global Understanding of Travel and Tourism – 3 credits

Spring 2012

DAY/TIME: Wed. - 4:30 – 7:10 p.m. LOCATION: Robinson Hall A111
PROFESSOR John F. Byrne E-MAIL ADDRESS: jbyrne4@gmu.edu
OFFICE LOCATION: By arrangement PHONE NUMBER: Please use e-mail
OFFICE HOURS: By appointment FAX NUMBER: None

PREREQUISITES
None.

COURSE DESCRIPTION
Examines tourism as a global industry and human activity that promotes and facilitates understanding of historical and cultural values, and of international institutions that characterize the broader global system.

COURSE OBJECTIVES
This course stresses the interconnectedness, difference and diversity that are central to understanding and operating in a global society. At the completion of this course students should be able to:

1. Discuss the impact of tourism on the global economy and other peripheral areas (e.g. developing nations).
2. Analyze significant global tourism issues and demonstrate an awareness of how these issues are perceived and dealt with in different cultural and historical traditions.
3. Describe the ways in which tourism contributes to appreciation of cultural heritage and the international foundations of American society.
4. Discuss the social impacts of global tourism, including acculturation, religious tolerance, and political awareness.
5. Discuss the role of international tourism in promoting world peace.
6. Design an international travel itinerary that would allow a tourist to learn about another country.
7. Visit other countries with an improved sense of host/guest relations and with greater appreciation for the opportunities to expand learning about the world cultures.

COURSE OVERVIEW
The course looks at global tourism from different aspects: that of the tourist, that of the tourism service providers, that of the government agencies that promote and regulate it, that of groups that promote tourism, that of researchers and observers, and that of others. Student presentations are meant to augment the formal presentations. Classes, reading assignments and student presentations, and often guest speakers, emphasize the different aspects of global tourism. As the course progresses students should be able to integrate these topics and see how the field of global tourism is broad and complex.

This course will be valuable to you only if you actively participate by reading, thinking, and joining in class discussions and activities. I strongly encourage your attendance in class, your participation in in-class activities and discussions, and the timely completion of homework and assignments. You are expected to attend all class sections, actively participate in class discussions, 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.

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NATURE OF COURSE DELIVERY
Instructions will be given by lecture in the classroom. Homework assignments provide a basis, background and elaboration of subject material. Presentations by fellow students are intended to provide a reinforcement of the course topic discussed in class.

REQUIRED READINGS
Refer to Readings to determine which articles to read and WEB sites to visit for specific classes.

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

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Points</th>
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<tbody>
<tr>
<td>Quizzes, Homework and Participation</td>
<td>10</td>
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<tr>
<td>This Week in the World - Presentation &amp; Report</td>
<td>10</td>
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<tr>
<td>Armchair Travel Journal - Report</td>
<td>10</td>
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<tr>
<td>Mid-term Exam</td>
<td>25</td>
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<tr>
<td>Semester Project - International Travel Plan - Presentation &amp; Report</td>
<td>15</td>
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<tr>
<td>Final Exam</td>
<td>30</td>
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GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
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<td>97 - 100</td>
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<tr>
<td>A</td>
<td>94 - 96</td>
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<tr>
<td>A-</td>
<td>90 - 93</td>
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<tr>
<td>B+</td>
<td>87 - 89</td>
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<td>B</td>
<td>84 - 86</td>
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<td>B-</td>
<td>80 - 83</td>
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<td>C+</td>
<td>78 - 79</td>
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<td>D</td>
<td>60 - 69</td>
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<td>0 - 59</td>
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TENTATIVE COURSE SCHEDULE

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td>Jan 25</td>
<td>Course Introduction</td>
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</tbody>
</table>
| Feb 1 | Writing Center Presentation  
1. History of Tourism & Introduction to the Global Tourism System  
This Week in the World presentation  
1st Video Part 1  
**See Required Readings** |
| Feb 8 | Study Abroad – Center for Global Education, GMU – Guest Speaker  
2. Economic Impacts of Global Tourism  
This Week in the World presentation  
**See Required Readings** |
<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
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</table>
| Feb 15   | 3. Tourism Employment  
This Week in the World presentation  
2d Video Part 1  
**See Required Readings** |
| Feb 22   | 4. Culture & Tourism  
This Week in the World student presentation  
**See Required Readings** |
| Feb 29   | Mid-Term Exam  
Armchair Travel Journal report due |
| Mar 7    | 5. Tourism, Terrorism and Natural Disasters  
This Week in the World student presentation  
3d Video Part 1  
**See Required Readings** |
| Mar 14   | No class. Spring Break |
| Mar 21   | Peace Corps presentation  
6. Peace through Tourism  
This Week in the World student presentation  
**See Required Readings* |
| Mar 28   | 7. Volunteer Tourism  
This Week in the World student presentation  
4th Video Part 1  
**See Required Readings** |
| Apr 4    | 8. Backpacking, Hostelling and Independent Travel  
This Week in the World student presentation  
**See Required Readings** |
| Apr 11   | 9. Sustainable Tourism & Eco-tourism  
This Week in the World student presentation  
**See Required Readings** |
| Apr 18   | 10. International Travel Plan  
Semester Project  
Student presentations & Reports due  
As scheduled |
DATE | TOPIC
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Apr 25 | 10. International Travel Plan  
Semester Project  
Student presentations & Reports due  
As scheduled

Mar 2 | 10. International Travel Plan  
Semester Project  
Student presentations & Reports due  
As scheduled

May 9 | Final Exam 4:30 pm – 7:15 pm

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

EXAMS
If an exam is not taken with the class on the assigned date, you must have a documented excused absence in order to take a makeup exam. Makeup exams must be arranged by you and should be taken no later than one week after the regularly scheduled exam.

REQUIRED READINGS

1. History of Tourism & Introduction to the Global Tourism System

2. Economic Impacts of Global Tourism
3. Tourism Employment


“The Tohoku Pacific Earthquake and Tsunami” World Tourism and Travel Council. 31 Dec 2011. 


4. Culture & Tourism


5. Tourism, Terrorism and Natural Disasters


<http://ipsnews.net/news.asp?idnews=56766>

6. Peace through Tourism


7. Volunteer Tourism


Familiarization with web site. Cross Cultural Solutions. 11 Jan 2012. 
<http://www.crossculturalsolutions.org>
8. Backpacking, Hostelling & Independent Travel
   <http://www.hiusa.org/>
   <http://ethics.unwto.org/content/global-code-ethics-tourism> Click on each principle for details.

9. Sustainable Tourism & Ecotourism
   <http://www.unep.fr/scp/tourism/> Be familiar with Topics in index.
   “From Davos to Copenhagen and Beyond: Advancing Tourism’s Response to Global Climate Change”. UNWTO. (pp. 1 – 26). 12 Jan 2012.
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].

CORE VALUES COMMITMENT

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.