

**GEORGE MASON UNIVERSITY**  
School of Recreation, Health, and Tourism

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.

Requirements	Points
Quizzes, Homework and Participation	10
This Week in the World - Presentation & Report	10
Armchair Travel Journal - Report	10
Mid-term Exam	25
Semester Project - International Travel Plan - Presentation & Report	15
Final Exam	30
	100

### GRADING SCALE

A+ = 97 - 100	B+ = 87 - 89	C+ = 78 - 79	D = 60 - 69
A = 94 - 96	B = 84 - 86	C = 74 - 77	F = 0 - 59
A- = 90 - 93	B- = 80 - 83	C- = 70 - 73	

### TENTATIVE COURSE SCHEDULE

DATE	TOPIC
Jan 25	Course Introduction
Feb 1	Writing Center Presentation 1. History of Tourism & Introduction to the Global Tourism System This Week in the World presentation 1 <sup>st</sup> 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**

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DATE	TOPIC
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 4 <sup>th</sup> 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

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DATE	TOPIC
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
  - Horne, Donald. "[Home Thoughts From the Carousel.](#)" *The Intelligent Tourist*. McMahons Point, NSW: Margaret Gee Publishing. 1992. 3-11.
  - Perrottet, Tony. "[The Once and Future Tourist Trail.](#)" *Route 66 A.D.* New York, NY: Random House. 2002. 20–23. 20–23.
  - Casson, Lionel. "[Sightseeing.](#)" *Travel in the Ancient World*. Toronto, Canada: Hakkert. 1974. 262-291.
  - The Grand Tour | Special Topics Page | Timeline of Art History. Metropolitan Museum of Art. 31 Dec 2011. <[http://www.metmuseum.org/toah/hd/grtr/hd\\_grtr.htm](http://www.metmuseum.org/toah/hd/grtr/hd_grtr.htm)>
  - Italy on the Grand Tour, Exhibits Overview, Experience the Grand Tour. J. Paul Getty Trust. 31 Dec 2011. <[http://www.getty.edu/art/exhibitions/grand\\_tour/what.html](http://www.getty.edu/art/exhibitions/grand_tour/what.html)>
  - Familiarization with website. "[Center for Global Education.](#)" George Mason University. 31 Dec 2011. <<http://globaled.gmu.edu/>>
  
2. Economic Impacts of Global Tourism
  - Burns, Peter and Andrew Holden. "[Economic impacts of tourism.](#)" *Tourism: A New Perspective*. London: Prentice Hall, 1995. 136-150.
  - Pi-Syner, Oriol, Thomas R. Brooke, and Magali Daltabuit. "[Tourism on the Maya Periphery.](#)" *Hosts and Guests Revisited: Tourism Issues of the 21<sup>st</sup> Century*. Ed. Valene L. Smith and Maryann Brent. New York: Cognizant Communication Corporation, 2001. 122-140.
  - "Town Asks Kung Fu Monks for Tourism Blessings." *New York Times* Jan 2, 2009. 31 Dec 2011. <<http://www.nytimes.com/2009/01/02/world/asia/02shaolin.html?partner=rss&emc=rss>>

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### 3. Tourism Employment

Travel and Tourism Trends and Economic Impact November 2011 Monthly Update. Nov 2011. 31 Dec 2011.

[http://wttc.org/site\\_media/uploads/downloads/MonthlyUpdate\\_November\\_2011\\_V2.pdf](http://wttc.org/site_media/uploads/downloads/MonthlyUpdate_November_2011_V2.pdf)

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

[http://www.wttc.org/site\\_media/uploads/downloads/Japan\\_report\\_Dec\\_Update\\_RGB.pdf](http://www.wttc.org/site_media/uploads/downloads/Japan_report_Dec_Update_RGB.pdf)

Van Broeck, Anne Marie. 2001. “[Pamukkale: Turkish Homestay Tourism](#)” In Hosts and Guests Revisited: Tourism Issues of the 21<sup>st</sup> Century, pp 161-174, edited by Valene L. Smith and Maryann Brent. New York: Cognizant Communication Corporation.

### 4. Culture & Tourism

Tourism Fact Sheets. “The Social and Cultural Impacts of Tourism.” Town of Gawler. 6 Jan 2012.

[http://www.gawler.sa.gov.au/webdata/resources/files/5\\_Gawler\\_Impacts\\_Tourism.PDF](http://www.gawler.sa.gov.au/webdata/resources/files/5_Gawler_Impacts_Tourism.PDF)

Shackley, Myra. 1999. “[Managing the cultural impacts of religious tourism in the Himalayas, Tibet and Nepal](#).” In Tourism and Cultural Conflicts, pp. 95-110, edited by Mike Robinson and Pricilla Boniface. New York: CAB International.

Horne, Donald. 1992. “The National Tourism Showcase.” The Intelligent Tourist, pp. 264-286. McMahons Point, NSW: Margaret Gee Publishing. To be sent by e-mail.

Cultural Tourism. Cultural and Eco-tourism in the Mountainous Regions of Central Asia and in the Himalayas. UNESCO. 6 Jan 2012. [http://portal.unesco.org/culture/en/ev.php-URL\\_ID=1392&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/culture/en/ev.php-URL_ID=1392&URL_DO=DO_TOPIC&URL_SECTION=201.html)

### 5. Tourism, Terrorism and Natural Disasters

“Japan tourism hit by earthquake, nuclear leaks” 22 Mar 2011. Marketplace. 11 Jan 2012.

<http://marketplace.publicradio.org/display/web/2011/03/22/pm-japan-tourism-hit-by-earthquake-nuclear-leak-/>

“Egypt's revolution blights 2011 tourism revenue” 10 Apr 2011. Reuters. 12 Jan 2012.

<http://english.ahram.org.eg/NewsContent/3/12/9685/Business/Economy/Egypt-s-revolution-blights--tourism-revenue.aspx>

“Tourism takes on Taliban.” 6 Aug 2011. IPS Inter Press Service. 12 Jan 2012.

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

### 6. Peace through Tourism

Newsletter November 2011. Nov 2011. International Institute of Peace through Tourism. 31 Dec 2011. <http://www.iipt.org/newsletter/2011/november.html>

Tomljenovic, Renata, and Faulkner, Bill. 2001. “[Tourism and World Peace: A Conundrum for the Twenty-first Century](#).” (pp 135-158).

Var, Turgut and Ap, John. (1998). “[Tourism and world peace](#).” In W.F. Theobald (Ed.) Global Tourism, 2nd edition, (pp. 44-57). Oxford: Butterworth Heinemann.

Familiarization with web site. International Institute for Peace through Tourism. 31 Dec 2011.

<http://www.iipt.org/>

### 7. Volunteer Tourism

Familiarization with web site. Peace Corps. 11 Jan 2012. <http://www.peacecorps.gov/>

McGehee, Nancy. “Volunteer Tourism: Sustainable Innovation in Tourism, or just “Pettin’ the Critters”?” Best Education Network. 31 Dec 2011.

<http://www.besteducationnetwork.org/ttvi/pdf/McGehee.pdf>

Familiarization with web site. Global Volunteers. 11 Jan 2012. <http://www.globalvolunteers.org/>

Familiarization with web site. Cross Cultural Solutions. 11 Jan 2012.

<http://www.crossculturalsolutions.org>

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### 8. Backpacking, Hostelling & Independent Travel

“Hostelling International USA.” (2005). American Youth Hostels, Inc. 12 Jan 2012.

<http://www.hiusa.org/>

“Global Code of Ethics for Tourism.” Set of principles. World Tourism Organization. 12 Jan 2012.

<http://ethics.unwto.org/content/global-code-ethics-tourism> Click on each principle for details.

### 9. Sustainable Tourism & Ecotourism

Weaver, D. (2001). “[Sustainable Tourism: Is it sustainable?](#)” In B.Faulkner, G. Moscardo & E.

Laws (Eds.), *Tourism in the Twenty-first Century: Reflections on Experience* (pp. 300-311)

Dowling, Ross and David Fennell. 2003. “[The Context of Ecotourism Policy and Planning](#).” In

*Ecotourism Policy and Planning*. pp. 1 - 14 edited by Fennell, David and Ross Dowling (Eds.). Cambridge, MA: CABI Publishing.

Brown Frances. “[Environmental impacts](#).” *Tourism Reassessed: Blight or Blessing?* Woburn, MA: Butterworth-Heinemann. 1998. 45 – 54.

Tourism and Environment Programme. United National Environmental Program. 24 Dec 2010.

<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.

<http://sdt.unwto.org/sites/all/files/docpdf/fromdavostocopenhagenbeyonduwtopaperelectronicversion.pdf>

WTTC calls on governments for low-carbon growth policies in the tourism industry. “Durban Communiqué” WTTC. 7 December 2011. 31 Dec 2011.

[http://www.wttc.org/site\\_media/uploads/downloads/Durban\\_Communique.pdf](http://www.wttc.org/site_media/uploads/downloads/Durban_Communique.pdf)

Familiarization with: Sustainable Coastal Tourism - An integrated planning and management

approach. 24 Dec 2010. <http://www.uneptie.org/shared/publications/pdf/DTIx1091xPA-SustainableCoastalTourism-Planning.pdf>

Familiarization with: Building Nepal's Private Sector Capacity for Sustainable Tourism Operations: A collection of Best Practices and Resulting Business Benefits . UNEP. 2008. 24 Dec 2010.

<http://www.unep.fr/shared/publications/pdf/DTIx1060xPA-MASTNepal.pdf>

Familiarization with: Tourism and Mountains: A practical guide to managing the social and environmental impacts of Mountain Tours. UNEP. 2007. 11 Jan 2012.

<http://www.unep.fr/scp/publications/details.asp?id=DTI/0957/PA>

Familiarization with website. The International Ecotourism Society. 11 Jan 2012.

<http://www.ecotourism.org/>

Familiarization with website. Guidelines for community-based ecotourism. development. WWF. 11

Jan 2012. <http://assets.panda.org/downloads/guidelinesen.pdf>

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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>].

### 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.

