

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 420-001—Tourism Planning/Policy (3)
Spring 2012

DAY/TIME:	TR 1:30 – 2:45 p.m.	LOCATION:	Bull Run Hall 131
PROFESSOR:	Dr. Abena Aidoo	EMAIL ADDRESS:	aaidoo@gmu.edu
OFFICE LOCATION:	PW-OCC, RM. 220B	PHONE NUMBER:	703-993-9047
OFFICE HOURS:	PW: TR 10:30 a.m.– 12:00 noon FX: By Appointment	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 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 (**from the textbook and all additional notes provided by the professor**) through in-class activities and discussions, quizzes, take-home assignments and the final exam. 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.**

NATURE OF COURSE DELIVERY

This course will be offered in a face-to-face or in-class format. Please note however, that on the rare occasion when due to unforeseen circumstances the class is unable to meet, the particular session will be offered online and students will be expected to follow the additional directions as provided.

REQUIRED READINGS

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

Additional Readings

Additional readings will be made available as needed through the 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.

Requirements	Points
Exam	
#1	30%
<i>Group Case Study Analysis Presentation and Report</i>	20%
<i>Group Tourism Plan Presentation and Report</i>	20%
<i>Quizzes (5 unannounced)</i>	15%
<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	

***Details of assignments will be provided in class when they are distributed. ***

TENTATIVE COURSE SCHEDULE

Day	Date	Topic	Assigned Reading for the Next Class	Due
Tues	January 24	Introductions; Class Overview; Creation of Groups	Chapter 2	
Thurs	January 26	Chapter 2: Tourism as a System	Chapter 1	
Tues	January 31	Chapter 2: Tourism as a System <i>Assigned: Group Case Studies</i>		
Thurs	February 2	Chapter 1: The Purpose of Tourism Planning	Chapter 3	
Tues	February 7	Chapter 1: The Purpose of Tourism Planning		
Thurs	February 9	Chapter 3: Growth, Sustainability, Ecotourism; Environmental Considerations		
Tues	February 14	Chapter 3: Growth, Sustainability, Ecotourism; Environmental Considerations		
Thurs	February 16	Socioeconomic Considerations	Chapter 4	
Tues	February 21	Chapter 4: Tourism Policy <i>Assigned: Group Tourism Plan</i>		
Thurs	February 23	Tourism Development: Integration of Policy and Planning	Chapter 5	
Tues	February 28	Chapter 5: Regional Planning Concepts	Chapter 7	
Thurs	March 1	Chapter 5: Regional Planning Concepts		
Tues	March 6	<i>Groups 1-4 Case Study Presentations – Regional Planning Cases</i>		<i>Groups 1-4 Case Study Reports</i>
Thurs	March 8	Guest Speaker/Class Discussion		
Tues	March 13	SPRING BREAK		
Thurs	March 15			
Tues	March 20	Chapter 7: Destination Planning Concepts	Chapter 9	
Thurs	March 22	Chapter 7: Destination Planning Concepts		
Tues	March 27	<i>Groups 5-8 Case Study Presentations – Destination Planning Cases</i>		<i>Groups 5-8 Case Study Reports</i>
Thurs	March 29	Guest Speaker/Class Discussion		
Tues	April 3	Chapter 9: Site Planning Concepts		
Thurs	April 5	Chapter 9: Site Planning Concepts		
Tues	April 10	<i>Groups 9-12 Case Study Presentations – Site Planning Cases</i>		<i>Groups 9-12 Case Study Reports</i>
Thurs	April 12	Community Awareness of, and Community Involvement in Tourism Development		
Tues	April 17	Human Resource Planning		
Thurs	April 19	<i>Groups 1-3 Tourism Plan Presentations</i>		<i>Groups 1-3 Tourism Plans</i>
Tues	April 24	<i>Groups 4-6 Tourism Plan Presentations</i>		<i>Groups 4-6 Tourism Plans</i>
Thurs	April 26	<i>Groups 7-9 Tourism Plan Presentations</i>		<i>Groups 7-9 Tourism Plans</i>
Tues	May 1	<i>Groups 10-12 Tourism Plan Presentations</i>		<i>Groups 10-12 Tourism Plans</i>
Thurs	May 3	Review for Final Exam (#1)		
Thurs	May 10	FINAL EXAM (#1) <i>In classroom</i> – 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>].

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.

