

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 210-A01—Global Understanding through Travel and Tourism (3)
Summer 2012

DAY/TIME:	MWF 7:00–10:05 p.m.	LOCATION:	WEST #1007
PROFESSOR:	Dr. Peter U. C. Dieke	EMAIL ADDRESS:	pdieke@gmu.edu
OFFICE LOCATIONS:	+ FX-RAC #2109	PHONE NUMBER:	703-993-4260
OFFICE HOURS:	W 5:00–6:30 p.m.	FAX NUMBER:	703-993-2025
KEY:	+ Fairfax-Recreation & Athletic Complex		

PREREQUISITE

None. Fulfills GMU Global Understanding requirement

COURSE DESCRIPTION

This course examines tourism as a global industry and human activity, which promotes and facilitates understanding of historical and cultural values and international institutions, which characterize broader global systems.

COURSE OBJECTIVES

This course stresses the interconnectedness, difference and diversity that are central to understanding and operating in a global society. On 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.

NATURE OF COURSE DELIVERY

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 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. Thus, students are held to the standards of the George Mason University Honor Code. They are expected to attend all class sections, actively participate in class discussions, complete in-class or take-home 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**. Detailed information about course rules, course requirements and evaluation will be provided separately in class.

REQUIRED READINGS

Lickorish, L.J. & C. L. Jenkins (1997), *An introduction to tourism (1st edition)*. Boston, MA: Butterworth-Heinemann.

Mastny, L. (2001), *Traveling light: New paths for international tourism. (World Watch Paper #159)*, Washington, D.C.: World Watch Institute (www.worldwatch.org/book).

EVALUATION

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

Requirements	Points
<i>1st exam</i>	20
<i>2nd exam</i>	20
<i>Final exam</i>	20
<i>Participation</i>	20
<i>Group Chapter Presentation</i>	20
TOTAL	100

Grading Scale

A	=	94 – 100	B+	=	88 – 89	C+	=	78 – 79	D	=	60 – 69
A-	=	90 – 93	B	=	84 – 87	C	=	74 – 77	F	=	0 – 59
			B-	=	80 – 83	C-	=	70 – 73			

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	May	21	Introduction to the course: Focus, setting, and scope of course material. Definitions & Nature: Tourism, Tourism Product	
W		23	A Global Industry A Force for Development Environmental Impacts of Tourism	Group 1: Mastny, pp 9-17. Group 2: Mastny, pp 17-28. Group 3: Mastny, pp 28-36.
F		25	Ecotourism: Friend or Foe? Toward a Sustainable Tourism Industry Beyond the Industry: Other Supporting Players	Group 4: Mastny, pp 36-47. Group 5: Mastny, pp 47-56. Group 6: Mastny, pp. 57-65. Test 1 Review Guide, Mastny pp. 9-75
M		28	University Closed/No Class – Memorial Day	
W		30	The nature and characteristics of the tourism industry	TEST 1 (in-class & close book – Mastny pp 9-75) Lickorish & Jenkins, Chapter 1, pp 1-9.
M	June	4	The measurement of tourism Factors influencing demand for tourism	Lickorish & Jenkins, Chapter 3, pp 33-51. Lickorish & Jenkins, Chapter 4, pp 52-62.
W		6	Economic impacts of tourism Social and cultural aspects of tourism	Lickorish & Jenkins, Chapter 5, pp 63-75. Lickorish & Jenkins, Chapter 6, pp76-84. (Test 2 Review Guide, Lickorish & Jenkins, pp. 33-84).
F		8	Tourism and the environment	TEST 2 (in-class & open book - Lickorish & Jenkins, pp. 9-75) Lickorish & Jenkins, Chapter 7, pp 85-97.
M		11	Tourism trades	Lickorish & Jenkins, Chapter 8, pp 98-134.

			Marketing	Lickorish & Jenkins, Chapter 9, pp 135-168.
W		13	Tourism policy, planning and development	Lickorish & Jenkins, Chapter 10, pp 169-181.
F		15	Role of government	Lickorish & Jenkins, Chapter 11, pp 182-207.
M		18	Tourism in developing countries	Lickorish & Jenkins, Chapter 12, pp 208-215.
W		20	Future trends	Lickorish & Jenkins, Chapter 14, pp 226-241.
			Final exam review; Course evaluation	Lickorish & Jenkins, Chapter 14, pp 226-241.
F		22	Final Exam (Take home) (electronic submission no later than 10:00 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.

