

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 420-001—TOURISM PLANNING AND POLICY (3)
Spring 2013

DAY/TIME:	TR 1:30 – 2:45 p.m.	LOCATION:	Bull Run Hall 132
PROFESSOR:	Dr. Abena A. Aidoo	EMAIL ADDRESS:	aaidoo@gmu.edu
OFFICE LOCATION:	PW-BRH, RM. 228A	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 if for any 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

Edgell, Sr., D. L., Allen, M. D., Smith, G., & Swanson, J. R. (2011). *Tourism policy and planning*. New York, NY: Routledge.

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.

	Points
Requirements	
Exam	
#1	30%
<i>Group Project I Report and Presentation</i>	20%
<i>Group Project II Report and Presentation</i>	20%
<i>Quizzes (5 unscheduled; the quiz with the lowest score will be dropped)</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 22	Introductions; Class Overview;	Chap. 1	
Thurs	January 24	Library and Writing Tutorial	Chap. 1	
Tues	January 29	Creation of Groups Chapter 1: Introduction to Tourism Planning and Policy		
Thurs	January 31	Chapter 1: Introduction to Tourism Planning and Policy	Chap. 4	
Tues	February 5	Chapter 4: Tourism as a Commercial and Economic Activity	Chap. 2	
Thurs	February 7	Chapter 2: Tourism Policy Issues of Yesterday	Chap. 3	
Tues	February 12	Chapter 3: Tourism Policy Issues for Today <i>Assigned: Project I</i>		
Thurs	February 14	Chapter 3: Tourism Policy Issues for Today	Chap. 5	
Tues	February 19	Chapter 5: Political and Foreign Policy Implications of Tourism		
Thurs	February 21	Chapter 5: Political and Foreign Policy Implications of Tourism	Chap. 6	
Tues	February 26	Chapter 6: Managing Sustainable Tourism	Chap. 7	
Thurs	February 28	Chapter 7: Education and Training in Tourism		
Tues	March 5	Chapter 7: Education and Training in Tourism	Chap. 8	
Thurs	March 7	Guest Speaker/Class Discussion <i>Assigned: Project II</i>		
Tues	March 12	SPRING BREAK		
Thurs	March 14			
Tues	March 19	<i>Groups 1-3 Project I Presentations</i>		<i>Project I Reports (1-3)</i>
Thurs	March 21	<i>Groups 4-6 Project I Presentations</i>		<i>Project I Reports (4-6)</i>
Tues	March 26	<i>Groups 7-9 Project I Presentations</i>		<i>Project I Reports (7-9)</i>
Thurs	March 28	<i>Group 10 Project I Presentations</i> Class Discussion		<i>Project I Report (10)</i>
Tues	April 2	Chapter 8: Affecting and Influencing Tourism Policy	Chap. 9	
Thurs	April 4	Chapter 9: Strategic Tourism Planning		
Tues	April 9	Chapter 9: Strategic Tourism Planning	Chap. 10	
Thurs	April 11	Chapter 10: Future World Tourism Policy Issues		
Tues	April 16	Chapter 10: Future World Tourism Policy		
Thurs	April 18	Class Discussion		
Tues	April 23	<i>Groups 1-3 Project II Presentations</i>		<i>Project II Reports (1-3)</i>
Thurs	April 25	<i>Groups 4-6 Project II Presentations</i>		<i>Project II Reports (4-6)</i>
Tues	April 30	<i>Groups 7-9 Project II Presentations</i>		<i>Project II Reports (7-9)</i>
Thurs	May 2	<i>Group 10 Project II Presentation</i> Review for Final Exam		<i>Project II Report (10)</i>
Tues	May 14	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.

