

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 200-001—Introduction to Travel and Tourism (3 credits)
Fall 2013

DAY/TIME:	MW 3:00pm – 4:15pm	LOCATION:	Music Theater Bldg. 1007
PROFESSOR:	Dr. Abena Aidoo	EMAIL ADDRESS:	aaidoo@gmu.edu
OFFICE LOCATION:	PW-BRH, RM. 228A	PHONE NUMBER:	703-993-9047
OFFICE HOURS:	PW: T 11:30am – 3:30pm FX: By Appointment	FAX NUMBER:	703-993-2025

PREREQUISITES
NONE

COURSE DESCRIPTION

An introduction to travel and tourism from local to international levels; overview of the scale, scope and organization of the industry; emphasis on development of natural, cultural, heritage, and recreational resources of tourism; identification of issues related to the economic, technological, legal and political aspects of tourism.

COURSE OBJECTIVES

At the completion of this course, students should be able to:

1. Explain the status of tourism as an increasingly important academic area of investigation;
2. Describe the nature of tourism from a systems perspective;
3. Describe the 'push' (demand) and 'pull' (supply) factors that are associated with the emergence of modern tourism systems;
4. Identify spatial patterns of tourism development at the global, national and local level;
5. Appreciate the management dimensions of tourist attractions and other components of the tourism industry;
6. Discuss major tourist market trends and segmentation criteria;
7. Apply basic marketing concepts to the tourism system;
8. Identify and critique the potential positive and negative economic, socio-cultural, and environmental impacts of tourism that can affect various kinds of destinations;
9. Formulate strategies that will allow destinations to maximize the positive impacts of tourism, whilst minimizing its negative impacts;
10. Describe the dynamics associated with destination development;
11. Explain and assess the increasing importance of 'sustainability' as a principle for the management of tourism systems; and
12. Appreciate the importance and basic characteristics of research within the field of tourism management.

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, and may be made available to students when, and as, deemed necessary by the professor. Students will demonstrate their comprehension of the course material through in-class activities and discussions, take-home assignments, and exams. 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 in the syllabus, **as well as all additional course policies provided during the semester. Detailed instructions for assignments will be posted on Blackboard.**

NATURE OF COURSE DELIVERY

This course will be offered in a face-to-face or in-class format. Please note, however, that under certain circumstances particular sessions may be offered online, and in that case, students will be expected to follow the additional directions as provided.

REQUIRED READINGS

Weaver, D. W. & Lawton, L. (2006). *Tourism Management* (3rd ed.) Milton, Qld: John Wiley & Sons Australia, Ltd.

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; or 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 Midterm	20%
#2 Final	20%
Group Site Analysis Report and Presentation	25%
<i>--Students, working in groups, will conduct an analysis of tourist sites. Each group will select and visit one site, and conduct an analysis using the concepts discussed in class and in the text. Each group will then present its analysis (using PowerPoint slides) to the rest of the class. All sites chosen will have to be within the Washington, D.C. Metropolitan Area. Detailed instructions for the site analysis will be provided at a later date.</i>	
Quizzes (6 unscheduled quizzes; the quiz with the lowest score will be dropped)	20%
Attendance/Participation	<u>15%</u>
<i>--Participation points will be scored based on students' active participation in class discussions reflected through written responses during in-class activities and/or for take-home assignments. These written responses will be submitted individually or as a group. Students will be informed of how many participation points each response is worth. ONLY responses that are submitted will receive the points. There will be no scheduled dates for these activities.</i>	
TOTAL	100%

Grading Scale

A = 94 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 86	C = 74 – 76	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

***Detailed instructions for assignments will be provided in handouts posted on Blackboard.

***Grade Calculations:

- **Percentage Score for Grade Requirement/Assignment = (Total Score Student Receives for the Assignment X Highest Possible Percentage Score for the Assignment) ÷ Highest Possible Score for the Assignment**

TENTATIVE COURSE SCHEDULE

Day	Date	Topic	Assigned Reading for Next Class	Due from Students
Mon	August 26	Introduction; Class Overview		
Wed	August 28	Tutorial – Library Research; Writing Center; Presentation	Chapter 1	
Mon	September 2	NO CLASS – LABOR DAY		
Wed	September 4	Chapter 1 – Introduction to Tourism Management	Chapter 2	
Mon	September 9	Chapter 2 – The Tourism System	Chapter 3	
Wed	September 11	Chapter 3 – The Evolution and Growth of Tourism	Chapter 4	
Mon	September 16	Chapter 4 – Destinations <i>Assigned: Site Analysis Instructions</i>	Chapter 5	
Wed	September 18	Chapter 5 – The Tourism Product		
Mon	September 23	Class Discussion	Chapter 6	
Wed	September 25	Chapter 6 – The Tourism Product		
Mon	September 30	Class Discussion		
Wed	October 2	Review of Midterm Exam (#1)		
Mon	October 7	MIDTERM EXAM (# 1)		
Wed	October 9	Guest Speaker	Chapter 7	
Mon	October 14	NO CLASS – COLUMBUS DAY		
Tues	October 15	Class Discussion/Self-Directed Study		
Wed	October 16	Chapter 7 – Tourism Marketing	Chapter 8	
Mon	October 21	Chapter 8 – Economic Impact of Tourism	Chapter 9	
Wed	October 23	Chapter 9 – Sociocultural Impacts of Tourism		
Mon	October 28	Class Discussion	Chapter 10	
Wed	October 30	Guest Speaker		
Mon	November 4	Chapter 10 – Destination Development	Chapter 11	
Wed	November 6	Chapter 11 – Sustainable Tourism	Chapter 12	
Mon	November 11	Chapter 12 – Tourism Research		
Wed	November 13	<i>Groups 1-3 Site Analysis Presentations</i>		Site Analysis Reports
Mon	November 18	<i>Groups 4-6 Site Analysis Presentations</i>		Site Analysis Reports
Wed	November 20	<i>Groups 7-9 Site Analysis Presentations</i>		Site Analysis Reports
Mon	November 25	<i>Groups 10-12 Site Analysis Presentations</i>		Site Analysis Reports
Wed	November 27	NO CLASS – THANKSGIVING RECESS		
Mon	December 2	Class Discussion		
Wed	December 4	Final Class/Final Exam (#2) Review		
Mon	December 16	FINAL EXAM (#2) – In classroom – 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://oai.gmu.edu/honor-code/>].
- 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/policies/responsible-use-of-computing/>].
- 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.

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>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

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.

