

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 340-001—Sustainable Tourism (3)  
Fall 2013

DAY/TIME:	MW 3:00 – 4:15 p.m.	LOCATION:	University Hall #1201
INSTRUCTOR:	Dr. Susan L Slocum	EMAIL ADDRESS:	sslocum@gmu.edu
OFFICE LOCATIONS:	Bull Run Hall, Rm 201D,	PHONE NUMBER:	703-993-4260
OFFICE HOURS:	+TTH 09:00 – 10:00 a.m. ++MW 2:00 – 3:00 p.m.	FAX NUMBER:	703-993-2025

KEY: +Prince William-Bull Run Hall;  
++Fairfax-Recreation & Athletic Complex

#### PREREQUISITES

TOUR 200 & TOUR 220

#### COURSE DESCRIPTION

Course will consider the characteristics of environmentally, economically and socio-culturally sustainable tourism and assess the possibilities and limitations for its implementation within a variety of destinations and product settings. It will also emphasize conventional “mass” tourism as well as small-scale “alternative” tourism.

#### COURSE OBJECTIVES

On completion of this course students should be able to:

1. Conceptualize sustainability and its relevance to tourism.
2. Analyze the *economic, environmental, and socio-cultural* contexts of sustainable tourism.
3. Evaluate the principles of sustainable tourism in relation to tourism impacts.
4. Assess the practical application of sustainable tourism principles.
5. Demonstrate an awareness of good practice in sustainable tourism management.
6. Appreciate the challenges and opportunities encountered in implementing sustainable tourism management principles in such subsectors as accommodation, transportation, and tour operations.
7. Appreciate differences in and rationale for conventional “mass” tourism versus “alternative tourism.”
8. Show knowledge of current trends in community involvement in tourism planning and development.

#### NATURE OF COURSE DELIVERY

This is an upper-level course in tourism and events management. It will require the use of information derived from: lecture/textbook material; general print and online library resources; and external data sources. The course is also delivered in a variety of ways: lecture presentation, small group discussions, reading groups, peer reviews, research groups, writing assignments. The objective is threefold: to encourage collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as I am; and to encourage analysis and critical thinking. 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 READING

Weaver, D. B. (2006), *Sustainable Tourism: Theory and Practice (1<sup>st</sup> edition)*. Burlington, MA: Elsevier.

#### EVALUATION

This course will be graded on a point system, with a total of 250 possible points.

<b>Requirements</b>	<b>Points</b>
<i>Case Study Presentations</i>	40
<i>Participation</i>	40
<i>Research Paper</i>	70
- <i>Abstract and Outline (10 points)</i>	
- <i>Draft (20 points)</i>	
- <i>Final (40 points)</i>	
<i>Weekly Quizzes (lowest quiz score will be removed)</i>	100
<b>TOTAL</b>	<b>250</b>

#### Grading Scale

A+	=	242 – 250	B+	=	217 – 224	C+	=	192 – 199	D	=	150 – 174
A	=	235 – 241	B	=	210 – 216	C	=	185 – 191	F	=	0 – 149
A-	=	225 – 234	B-	=	200 – 209	C-	=	175 – 184			

### COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT

#### BLACKBOARD REQUIREMENTS

Every student registered for any (Tourism and Events Management program) course with a required performance-based assessment is required to submit this assessment, (group writing assignments, case study presentations, research paper and weekly on-line quizzes) to Blackboard (regardless of whether a course is an elective, a onetime course or part of an undergraduate minor). Evaluation of the performance-based assessment by the course instructor will also be completed in Blackboard. Failure to submit the assessment to Blackboard will result in the course instructor reporting the course grade as Incomplete (IN). Unless the IN grade is changed upon completion of the required Blackboard submission, the IN will convert to an F nine weeks into the following semester.

#### GMU POLICIES AND RESOURCES FOR STUDENTS

- a. Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honorcode/>].
- b. Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- c. 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.
- d. 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/>].
- e. 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/>].
- f. Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- g. 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/>].

## **PROFESSIONAL DISPOSITIONS**

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

## **CORE VALUES COMMITMENT**

The College of Education & Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles. <http://cehd.gmu.edu/values/>

For additional information on the College of Education and Human Development, School of Recreation, Health, & Tourism, please visit our website [See <http://rht.gmu.edu/>].

## PROPOSED CLASS SCHEDULE

Date		Topic/Learning Experiences	Readings and Assignments
M	<b>Aug</b>	26	Introduction to the course
W		28	Emergence of sustainable tourism
			<b>Read Weaver, Chapter 1, pp. 1 – 17</b>
M	<b>Sep</b>	2	<b>Labor Day – No Class</b>
W		4	Issues in sustainable tourism
			<b>Read Weaver, Chapter 2, pp. 18 – 37</b>
M		9	Alternative tourism
W		11	Group Discussion
			<b>Read Weaver, Chapter 3, pp. 38 – 57</b>
M		16	Conventional mass tourism
W		18	Group Discussion
			<b>Read Weaver, Chapter 4, pp. 58 – 72</b> <b>Abstract/Outline due</b>
M		23	The facilitating sectors
W		25	Group Discussion
			<b>Read Weaver, Chapter 5, pp. 73 – 90</b>
M	<b>Oct</b>	30	Attractions
W		2	Group Discussion
			<b>Read Weaver, Chapter 6, pp. 91 – 109</b>
M		7	Quality control
W		9	Group Discussion
			<b>Read Weaver, Chapter 7, pp. 110 – 131</b>
M		14	<b>Columbus Day – No Class</b>
W		15	Tourist destinations
		16	Group Discussion
			<b>Read Weaver, Chapter 8, pp. 132 – 152</b> <b>Draft due</b>
M		21	Spatial strategies for destinations
W		23	Group Discussion
			<b>Read Weaver, Chapter 9, pp. 153 - 173</b>
M		28	Visitor management strategies for destinations
W		30	Group Discussion
			<b>Read Weaver, Chapter 10, pp. 174 – 190</b>
M	<b>Nov</b>	4	Ecotourism
W		6	Group Discussion
			<b>Read Weaver, Chapter 11, pp. 191-208</b>
M		11	Guest speaker
W		13	Group Discussion
			<b>Research Paper Due by 5pm</b>
M		18	<b>Case Study Presentations: Groups 1-2</b>
W		20	<b>Case Study Presentations: Groups 3-4</b>
M		25	<b>Case Study Presentations: Groups 5-6</b>
W		27	<b>Thanksgiving Break – No Class</b>
M	<b>Dec</b>	2	<b>Case Study Presentations: Groups 7-8</b>
W		4	<b>Case Study Presentations: Groups 9-10</b>
			<b>Course evaluation</b>

*Note: Faculty reserves the right to alter the schedule as necessary.*