

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 200-001—INTRODUCTION TO TRAVEL AND TOURISM (3 credits)
SPRING 2014

DAY/TIME:	W 1:30pm – 4:15pm	LOCATION:	Enterprise 174
PROFESSOR:	Dr. Abena Aidoo	EMAIL ADDRESS:	aaidoo@gmu.edu
OFFICE LOCATION:	PW-BRH, RM. 228A	PHONE NUMBER:	703-993-9047
OFFICE HOURS:	PW: TR 10:30am – 12noon 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, quizzes, 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. (2009). *Tourism Management* (4th ed.): John Wiley & Sons Australia, Ltd. ISBN: 978-0470820223

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	
Midterm	
#1 --Students will be tested on material covered up to the date scheduled for the Midterm exam. Questions will include Multiple Choice, 'True or False' and Short Essay Answer formats.	20%
Final	
#2 --Students will be tested on material covered from the midterm up to the date scheduled for the Final exam. However, the professor may include material covered before the midterm if deemed necessary. Questions will include Multiple Choice, 'True or False' and Short Essay Answer formats.	20%
Group Site Analysis Report and Presentation	
--Students, working in groups, will conduct an analysis of tourist sites. Each group will select and visit one site, and conduct an analysis based on instructions that will be provided through Blackboard, using the concepts discussed in class and in the text. Each group will then present its analysis (using PowerPoint slides only) 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. Students will be expected to present wearing a suit (business professional attire).	25%
Quizzes	
--Students will be expected to take six (6) <u>unscheduled</u> quizzes based on material covered in class and through assignments. Quizzes will be taken on Blackboard and will be timed. The quiz with the lowest score will be dropped.	20%
Attendance/Participation	
--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. Participation points will also be received from group member evaluations. --Students will also receive specific points for attendance.***	<u>15%</u>
TOTAL	100%

***A comprehensive list of course and classroom requirements and policies will be provided together with the Syllabus on Blackboard.

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 Calculation Formula:**

- *Percentage Score for Each Grade Requirement/Assignment = %*
 - *Total Score Student Receives for the Particular Assignment = TS*
 - *Highest Possible Percentage Score Assigned for the Particular Assignment = Z*
 - *Highest Possible Score for the Particular Assignment = A*
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- *Percentage Score for Each Grade Requirement/Assignment = (Total Score Student Receives for the Particular Assignment X Highest Possible Percentage Score Assigned for the Particular Assignment) ÷ Highest Possible Score for the Particular Assignment*
$$\% = (TS \times Z) \div A$$

TENTATIVE COURSE SCHEDULE

Date	Topic	Reading(s) for Next Class	What is Due?
January 22	Introduction; Class Overview; Library and Writing Tutorials; Class Discussion	Chapters 1 & 2	
January 29	<i>Creation of Groups</i> Chapter 1 – Introduction to Tourism Management Chapter 2 – The Tourism System	Chapters 3 & 4	
February 5	Chapter 3 – The Evolution and Growth of Tourism Chapter 4 – Destinations	Chapter 5	
February 12	Chapter 5 – The Tourism Product Class Discussion <i>Assigned: Group Site Analysis Instructions</i>	Chapter 6	
February 19	Chapter 6 – Tourist Markets Review for Midterm Exam	Review for Midterm Exam Chapter 7	
February 26	MIDTERM EXAM (#1)		
March 5	Chapter 7: Tourism Marketing Guest Speaker	Chapter 8	<i>Name of Site Selected</i>
March 12	SPRING BREAK		
March 19	Chapter 8: Economic Impacts Class Discussion	Chapters 9 & 10	
March 26	Chapter 9: Socio-cultural Impacts Chapter 10: Destination Development	Chapter 11	
April 2	Chapter 11: Sustainable Tourism Class Discussion	Chapter 12	
April 9	Chapter 12: Tourism Research Class Discussion Guest Speaker		
April 16	<i>Group Site Analysis Presentations</i> <u>Groups 1-6</u> (subject to change based on final enrolment)		<i>Group Site Analysis Reports (Groups 1-5)</i>
April 23	<i>Group Site Analysis Presentations</i> <u>Groups 7-12</u> (subject to change based on final enrolment)		<i>Group Site Analysis Reports (Groups 6-10)</i>
April 30	Class Discussion Final class/Final Exam (#2) Review	Review for Final Exam	
May 7	FINAL EXAM (#2) – <i>In classroom</i> – 1:30p.m. – 4:15 p.m.		

Note: The Professor reserves the right to alter the schedule as deemed 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.

