

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 420-001—TOURISM PLANNING AND POLICY (3)
Spring 2014

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 10:30am–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, 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 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.

Requirements	Points
Exam	
Final	
#1 ----Students will be tested on material covered up to the date scheduled for the Final exam. Questions will include Multiple Choice, 'True or False' and Short Essay Answer formats.	25%
Group Project I Report and Presentation	
--Students, working in groups, will conduct an analysis of a state-level policy that impacts the tourism (and/or the events and hospitality fields). Each group will then write a report of their analysis and present it (using PowerPoint slides only) to the rest of the class. Detailed instructions for the policy analysis and presentation will be provided at a later date. Students will be expected to present wearing a suit (business professional attire).	20%
Group Project II Report and Presentation	
--Students, working in groups, will conduct an analysis of a country-level tourism policy. Each group will then write a report of their analysis and present it (using PowerPoint slides only) to the rest of the class. Detailed instructions for the policy analysis and presentation will be provided at a later date. Students will be expected to present wearing a suit (business professional attire).	20%
Quizzes	
--Students will be expected to take five (5) <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.***	15%
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 at a later date. ***

****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

- 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

Day	Date	Topic	Reading(s) for Next Class	What is Due?
Tues	January 21	Introductions; Class Overview;	Chap. 4	
Thurs	January 23	Library and Writing Tutorial	Chap. 4	
Tues	January 28	Creation of Groups Chapter 4: Tourism as a Commercial and Economic Activity	Chap. 1	
Thurs	January 30	Chapter 1: Introduction to Tourism Planning and Policy	Chap. 1	
Tues	February 4	Chapter 1: Introduction to Tourism Planning and Policy	Chap. 2	
Thurs	February 6	Chapter 2: Tourism Policy Issues of Yesterday	Chap. 3	
Tues	February 11	Chapter 2: Tourism Policy Issues of Yesterday/Class Discussion <i>Assigned: Project Instructions</i>		
Thurs	February 13	Chapter 3: Tourism Policy Issues for Today		
Tues	February 18	Chapter 3: Tourism Policy Issues for Today Class Discussion	Chap. 5	
Thurs	February 20	Chapter 5: Political and Foreign Policy Implications of Tourism		
Tues	February 25	Chapter 5: Political and Foreign Policy Implications of Tourism	Chap. 7	
Thurs	February 27	Class Discussion		
Tues	March 4	Chapter 7: Education and Training in Tourism	Chap. 8	
Thurs	March 6	Chapter 7: Education and Training in Tourism <i>Assigned: Project II Instructions</i>		
Tues	March 11	SPRING BREAK		
Thurs	March 13			
Tues	March 18	Chapter 8: Affecting and Influencing Policy	Chap. 9	
Thurs	March 20	Chapter 8: Affecting and Influencing Policy/Class Discussion		
Tues	March 25	<i>****Groups 1-3 Project I Presentations</i>		<i>Project I Reports (1-3)</i>
Thurs	March 27	<i>****Groups 4-6 Project I Presentations</i>		<i>Project I Reports (4-6)</i>
Tues	April 1	<i>****Groups 7-8 Project I Presentations</i>		<i>Project I Reports (7-8)</i>
Thurs	April 3	Chapter 9: Strategic Tourism Planning	Chap. 10	
Tues	April 8	Tourism Planning Steps		
Thurs	April 10	Chapter 10: Future World Tourism Policy Issues		
Tues	April 15	Chapter 10: Future World Tourism Policy Issues		
Thurs	April 17	Class Discussion/Guest Speaker		
Tues	April 22	<i>****Groups 1-3 Project II Presentations</i>		<i>Project II Reports (1-3)</i>
Thurs	April 24	<i>****Groups 4-6 Project II Presentations</i>		<i>Project II Reports (4-6)</i>
Tues	April 29	<i>***Groups 7-8 Project II Presentations</i>		<i>Project II Reports (7-8)</i>
Thurs	May 1	Review for Final Exam		
Tues	May 13	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.**

******The scheduling for the Group Presentations is subject to change and depends on the final number of students enrolled after the Last Add Day.**

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.

