

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 200-001—Introduction to Travel and Tourism (3 credits)
Fall 2014

DAY/TIME:	TTH 1:30pm – 2:45pm	LOCATION:	Exploratory Hall L004
PROFESSOR:	Adriane Alfred	EMAIL ADDRESS:	Aalfred2@gmu.edu
		PHONE NUMBER:	202-582-1599

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. (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.

		Points
Requirements		
Exams		
	Midterm	
#	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.	25%
1		
	Final	
#	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.	25%
2		

EVALUATION (continued)

Group Field Study - 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%

Attendance & Participation

Participation points will be scored based on students' **active** participation in class discussions reflected through written responses during in-class activities (5%) and for take-home assignment (10%). Each student will also present a case study as assigned by the professor (10%). There will be no scheduled dates for these activities. Participation points will also be received from group member evaluations. 25%

TOTAL

100%

*****A comprehensive list of course and classroom requirements and policies will be provided together with the Syllabus and 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 = A
- Highest Possible Percentage Score Assigned for the Particular Assignment = B
- Highest Possible Score for the Particular Assignment = C

$$\circ \quad \% = (A * B) \div C$$

TENTATIVE COURSE SCHEDULE

Day	Date	Topic	Assigned Reading for Next Class	Due from Students
Tues	August 26	Introduction; Class Overview & University System	Chapter 1	
Thurs	August 28	Chapter 1 – Introduction to Tourism Management	Chapter 2	
Tues	September 2	Chapter 2 – The Tourism System	Chapter 3	
Thurs	September 4	Chapter 3 – The Evolution and Growth of Tourism	Chapter 4	
Tues	September 9	Chapter 4 – Destinations	Case Studies	
Thurs	September 11	Class Discussion & Presenters	Chapter 5	Case Study
Tues	September 16	Chapter 5 – The Tourism Product	Chapter 6	
Thurs	September 18	Chapter 6 – Tourist Markets	United Nations & WTO	
Tues	September 23	Class Discussion & Field Study Project Instructions	Chapter 7	
Thurs	September 25	Chapter 7 – Tourism Marketing		
Tues	September 30	Field Study Project – Site Visits		On Own
Thurs	October 2	Review of Midterm Exam (#1)		
Tues	October 7	MIDTERM EXAM (# 1)	Case Studies	
Thurs	October 9	Class Discussion & Presenters	Chapter 8	Case Study
Tues	October 14	Chapter 8 – Economic Impact of Tourism	Chapter 9	
Thurs	October 16	Chapter 9 – Sociocultural and Environmental Impacts of Tourism	Case Studies	
Tues	October 21	Class Discussion & Presenters	Chapter 10	Case Study
Thurs	October 23	Chapter 10 – Destination Development	Case Studies	

		TENTATIVE COURSE SCHEDULE	<i>(continued)</i>	
<u>Day</u>	<u>Date</u>	<u>Topic</u>	<u>Assigned Reading for Next Class</u>	<u>Due from Students</u>
Tues	October 28	Presenters & Field Study Check In	Chapter 11	Case Study
Thurs	October 30	Chapter 11 – Sustainable Tourism	Chapter 12	
Tues	November 4	Chapter 12 – Tourism Research		
Thurs	November 6	Field Study Presentation Final Prep		
Tues	November 11	<i>Groups 1-3 Site Analysis Presentations</i>		Site Analysis Reports
Thurs	November 13	<i>Groups 4-6 Site Analysis Presentations</i>		Site Analysis Reports
Tues	November 18	<i>Groups 7-9 Site Analysis Presentations</i>		Site Analysis Reports
Thurs	November 20	<i>Groups 10-12 Site Analysis Presentations</i>		Site Analysis Reports
Tues	November 25	Peer Review & Discussion		
Thurs	November 27	NO CLASS – THANKSGIVING RECESS		
Tues	December 2	Class Discussion		
Thurs	December 4	Final Class/Review for Final Exam(#2)		
Tues	December 16	FINAL EXAM (#2) – <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 enrolment 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.

