

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 200 – DL3 —Introduction to Travel and Tourism (3)
Fall 2014

INSTRUCTOR:	Maryanne T. Hill	EMAIL ADDRESS:	mhill22@gmu.edu
OFFICE LOCATION:	N/A	PHONE NUMBER:	703-966-1719
OFFICE HOURS:	N/A	FAX NUMBER:	N/A

PREREQUISITES/COREQUISITES

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. Identifies issues related to the economic, technological, legal, and political aspects of tourism.

DELIVERY METHOD:

This course will be delivered via an online format through the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before "@masonlive.gmu.edu) and email password. The course site will be available on Monday, August 25, 2014.

TECHNICAL REQUIREMENTS:

To participate in this course, students will need the following resources:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox. Opera and Safari are not compatible with Blackboard;
- Consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course

EXPECTATIONS:

- **Course Week:** Because asynchronous courses do not have a "fixed" meeting day, our week will **start** on Monday, and **finish** on Thursday.
- **Log-in Frequency:** Students must actively check the course Blackboard site and their GMU email for communications from the instructor, at a minimum this should be four times per week.
- **Participation:** Students are expected to actively engage in all course activities throughout the semester, which include viewing of all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical Competence:** Students are expected to demonstrate competence in the use of all course technology. Students are expected to seek assistance if they are struggling with technical components of the course.
- **Technical Issues:** Students should expect that they could experience some technical difficulties at some point in the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload:** Expect to log in to this course **at least four times a week** to read announcements, participate in the discussions, and work on course materials. Remember, this course is **not** self-paced. There are **specific deadlines** and **due dates** listed in the **CLASS SCHEDULE** section of this syllabus to which you are expected to adhere. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.

- **Advising:** If you would like to schedule a one-on-one meeting to discuss course requirements, content or other course-related issues, and you are unable to come to the Mason campus, we can meet via telephone or web conference. Send me an email to schedule your one-on-one session and include your preferred meeting method and suggested dates/times.
- **Netiquette:** Our goal is to be **collaborative**, not combative. Experience shows that even an innocent remark in the online environment can be misconstrued. I suggest that you always re-read your responses carefully before you post them to encourage others from taking them as personal attacks. **Be positive in your approach to others and diplomatic with your words.** I will do the same. Remember, you are not competing with each other but sharing information and learning from one another as well as from the instructor.

COURSE OBJECTIVES

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

1. Explain the status of tourism as an increasingly important academic areas 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

This course will provide students an opportunity to learn about the various aspects of the tourism industry. Students will engage in activities to provide learning opportunities such as a site visit and two in class presentations where they will serve as the destination manager and will need to analyze data, determine key target markets, determine site benefits and the impact the destination has on the tourist and the industry as a whole. As an introductory class, the material covered will be diverse to provide an overview of topics to be discussed in greater detail in future coursework.

REQUIRED READINGS

Weaver, D. W. & Lawton, L. (2009). *Tourism Management* (4th ed.) Milton, Qld: John Wiley & Sons Australia, Ltd.

EVALUATION

Type	Points	Due Date
Participation	80	
Midterm Exam #1	100	September 22-28
Site Visit Paper	75	October 12
Midterm Exam #2	100	November 10-16
Presentation Draft Due	25	Nov. 20
Final Presentation	75	December 4
Final Exam	100	December 10-13

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. All students are expected to keep a copy of their original work (i.e. Site Visit Analysis and Oral PowerPoint presentation and class handout).

**Refer to GMU Fall Exam Schedule to verify date of exam.

Grading Scale

A+ = 97 - 100

A = 94 – 96	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE

Please see attached course outline. Please note that this is only a rough outline and does not include articles which may be assigned. The order of this schedule may change to fit the needs of the class.

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

<p>Week One August 25-31 Review Week 1 online Chapters 1 and 2 lectures and reading Post Bio Respond to Week 1 discussion</p>	<p>Week Two September 1-7 Review Week 2 online Chapter 3 lectures and reading Week 2 discussion</p>
<p>Week Three September 8-14 Review Week 3 online Chapter 4 lecture and reading Respond to Site Visit discussion</p>	<p>Week Four September 15-21 Review Week 4 online Chapter 5 lectures and reading Respond to Week 4 discussions Site Visit Paper Topic Due</p>
<p>Week Five September 22-28 Review Week 5 Respond to Week 5 discussions Midterm Exam 1 Due</p>	<p>Week 6 Sept 29-Oct 5 Review Week 6 online Chapters 6 and 7 lectures and reading Respond to Week 6 discussion</p>
<p>Week 7 October 6-12 Review Week 7 online Chapter 8 lectures and reading Respond to Week 7 discussion Site Visit Paper Due</p>	<p>Week 8 October 13-19 Review Week 8 online Choose final presentation location/have approved Post status update on final presentation</p>
<p>Week 9 October 20-26 Review Week 9 online Chapters 9A lectures and reading Respond to Week 9 discussion Post status update on final presentation</p>	<p>Week 10 October 27-November 2 Review Week 10 online Chapters 9B lectures and reading Respond to Week 10 discussions Post status update on final presentation</p>
<p>Week 11 November 3-9 Review Week 11 online Respond to Week 11 discussions Post status update on final presentation</p>	<p>Week 12 November 10-16 Review Weeks 12 online Midterm Exam 2 Due Respond to Week 12 discussions Post status update on final presentation</p>
<p>Week 13 November 17-23 Review Week 14 online Chapters 10 lectures and reading Respond to Week 14 discussion Post presentation draft (11/23) Provide feedback to three classmates</p>	<p>Week 14 November 24-30 NO CLASS-Thanksgiving</p>
<p>Week 15 December 1-6 Respond to Week 15 discussion Post final Presentation with incorporated changes</p>	<p>Week 16 December 10-13 Final Exam</p>

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/the-mason-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.

