

GEORGE MASON UNIVERSITY
Department of Recreation, Health & Tourism
TOUR 200—Introduction to Travel and Tourism
Fall 2014

DAY/TIME:	Fall 2014	LOCATION:	DE/Online
PROFESSOR:	Rebecca Kelley	EMAIL ADDRESS:	rkelly5@gmu.edu
OFFICE HOURS:	By Appointment	PHONE NUMBER:	540-729-3662

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

DELIVERY METHOD:

This course will be delivered online using an **asynchronous** format via 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 Sunday August 24.

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
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of the course requirements.
- A headset microphone for use with the Blackboard Collaborate web conferencing tool

EXPECTATIONS:

- **Course Week:** Refer to the asynchronous bullet below if your course is asynchronous or the synchronous bullet if your course is synchronous.
 - Asynchronous: Because asynchronous courses do not have a “fixed” meeting day, our week will **start** on Monday, and **finish** on Sunday.
 - Synchronous: Our course week will begin on the day that our synchronous meetings take place as indicated on the Schedule of Classes.
- **Log-in Frequency:** Refer to the asynchronous bullet below if your course is asynchronous or the synchronous bullet if your course is synchronous.
 - Asynchronous: Students must actively check the course Blackboard site and their GMU email for communications from the instructor, at a minimum this should be 3 times per week.
 - Synchronous: Students must log-in for all scheduled online synchronous meetings. In addition, students must actively check the course Blackboard site and their GMU email for communications from the instructor, at a minimum this should be 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 3 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.

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

The following scale will be used by the instructor as a guide for determining the final grade:

Grading Scale

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

COURSE OUTLINE

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

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

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.



TOUR 200 Class Policies

Attendance – Regular online attendance is essential to your success in TOUR 200.

Site Visit Analysis – The class will be completing a Site Analysis that requires a written submission. Please note that any assignment that is late will receive a deduction of one letter grade for every day it is late.

Weekly Assignments and Discussion: Almost every week we will have a discussion element. Some may be an open discussion, others a case study or article review and some research assignments. These are important elements of the course and will aid in your understanding of the material. You must complete the weekly assignments and post a minimum of two comments to classmates per assignment to receive full credit. Responses and feedback are due within the assigned week, anything posted after that will not receive credit.

Final Presentation – The final presentation is meant to assist you in learning to research, review, interpret and present your information. You will be required to post a draft and a final presentation, and will need to access either video or an online service such as Jing to properly present your findings.