

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 340-001—Sustainable Tourism (3)
Fall 2014

DAY/TIME:	MW 3:00 – 4:15 p.m.	LOCATION:	Krug Hall #242
INSTRUCTOR:	Dr. Susan L Slocum	EMAIL ADDRESS:	sslocum@gmu.edu
OFFICE LOCATIONS:	Bull Run Hall, Rm 201D,	PHONE NUMBER:	703-993-4260
OFFICE HOURS:	+TTH 11:00 – 12:00 a.m. ++MW 2:00 – 2:45 p.m.	FAX NUMBER:	703-993-2025

KEY: +Prince William-Bull Run Hall;
++Fairfax-Recreation & Athletic Complex

PREREQUISITES

TOUR 200 & TOUR 220

COURSE DESCRIPTION

Course will consider the characteristics of environmentally, economically and socio-culturally sustainable tourism and assess the possibilities and limitations for its implementation within a variety of destinations and product settings. It will also emphasize conventional “mass” tourism as well as small-scale “alternative” tourism.

COURSE OBJECTIVES

On completion of this course students should be able to:

1. Summarize sustainability and its relevance to tourism
2. Demonstrate an awareness of good practice in sustainable tourism management.
3. Analyze the economic, environmental, and socio-cultural contexts of sustainable tourism.
4. Evaluate the principles of sustainable tourism in relation to tourism impacts.
5. Assess the practical application of sustainable tourism principles.
6. Compare and contrast differences in and rationale for conventional “mass” tourism versus “alternative tourism.”
7. Identify and interpret current trends in community involvement in tourism planning and development.
8. Evaluate and explain the challenges and opportunities encountered in implementing sustainable tourism management principles in such subsectors as accommodation, transportation, and tour operations.

NATURE OF COURSE DELIVERY

This is an upper-level course in tourism and events management. It will require the use of information derived from: lecture/textbook material; general print and online library resources; and external data sources. The course is also delivered in a variety of ways lecture presentations, in class presentations, reflective activities, peer reviews, research groups, and writing assignments. The objective is threefold: to encourage collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as I am; and to encourage analysis and critical thinking. Thus, students are held to the standards of the George Mason University Honor Code. They are expected to attend all class sections, actively participate in class discussions, complete in-class or take-home exercises and fulfill all assignments. **Assignments must be turned in at the specified time and date due via Blackboard or no credit will be given.** Detailed information about course rules, course requirements and evaluation will be provided separately in class.

REQUIRED READING

Swarbrooke, D. B. (1999), Sustainable Tourism Management. Wallingford: CABI International.

ASSIGNMENTS AND GRADING

This course will be graded on a point (and NOT on a percentage) system, with a total of 250 possible points. There are 5 grading requirements, namely: (1) participation; (2) group case study presentation; (3) research paper; and (4) on-line quizzes. Each requirement is briefly introduced below. **Late work will not be accepted in this class.**

1. Participation (40 points) includes:

A. In-class discussion presentation: Each student will be required to present a 5-minute topic of their choice to the class and lead the class in a discussion about their topic. While your assigned date will coincide with the assigned date of others in your group, this is an individual activity, so that on each week, each member of the group will present their discussion. For example, during week 3, each member of group 5 will be required to present their individual discussion topic. All students not in group 5 will be required to actively participate in the class discussion. (5 points)

B. Blackboard Discussion Questions: Each week, there is one discussion question on Blackboard. You are required to respond to each question. Your answers will be graded based upon quality, depth and application to the subject material. These questions should be addressed upon completion of the corresponding module. All reflection questions will close and be graded two weeks before the last day of class (November 24, 2014). (10 points)

C. Peer review of final group projects: All final group projects are peer graded by the members of this class. You will be sent a SurveyMonkey link prior to the start of final group projects presentations. You are responsible for viewing all group projects presentations and submitting your grades via the SurveyMonkey link on the day you view the presentation. Attendance will be mandatory on these days. (10 points)

D. Class attendance: You are required to attend class. Excused absences will require a note from a qualified professional. (10 points)

E. In-class participation: This course requires extensive discussion about the subject material. Therefore, you are expected to speak in class, share your thoughts on the subject material and participate in group discussions. (5 points)

2. Quizzes (100 points)

At the end of each module, you are required to complete a 10-point quiz based on both the reading assignments and the lectures. These quizzes are timed (20 minutes) and you are allowed one attempt at each quiz. Therefore, you are encouraged to study the materials before starting the quiz. There are 11 modules, therefore, 11 quizzes. The lowest score will be dropped resulting in 10 graded quizzes.

3. Final group projects (40 points):

By the end of the second week of the semester you will be assigned to a group. Each group is required to prepare and present a 30-minute group presentation. No formal written paper is required. The presentation is in case-study format based on the topic of your choice. Group presentations are graded in two formats. A score out of 20 points will be determined by the class through an anonymous SURVEYMOKEY link. The other score out of 20 will be determined by your group members. The project guidelines and grading rubric are available in Blackboard under the ASSIGNMENTS section.

4. Research paper (70 points):

You are required to research a topic of your choice related to tourism and sustainability. The paper will be submitted in three separate phases via SafeAssign. The research paper guidelines are available in Blackboard under the ASSIGNMENTS section. **Safeassign is designed to detect plagiarism. Plagiarized papers will not be graded.**

Note: SafeAssign will also help you to identify how to properly attribute sources rather than paraphrase as well as to make sure that you are compliant with GMU's Honor Code. Please check the due dates for each phase.

Phase 1 – Abstract and outline:

- An abstract of 100 words will concisely describe the topic to be covered, the general arguments and the conclusion that the paper will draw. The outline will consist of the topic sentences for each paragraph to be included in the paper.
- Total points for abstract and outline – 10 points

Phase 2 – First Draft

- A rough draft of the paper will need to be submitted. It should be formatted as if it were the final paper and include all subject material, references and be appropriately cited.
- Total points for first draft – 20 points

Phase 3 – Final Draft

- Total points for final draft – 40 points

Requirements	Points
<i>Case Study Presentations</i>	40
<i>Participation</i> <ul style="list-style-type: none">- Class discussion presentation (5 points)- Weekly discussion questions (10 points)- In class participation (5 points)- Attendance (10 points)- Grading of group projects (10 points)	40
<i>Research Paper</i> <ul style="list-style-type: none">- Abstract and Outline (10 points)- Draft (20 points)- Final (40 points)	70
<i>Weekly Quizzes (lowest quiz score will be removed)</i>	100
TOTAL	250

Grading Scale

A+	=	242 – 250	B+	=	217 – 224	C+	=	192 – 199	D	=	150 – 174
A	=	235 – 241	B	=	210 – 216	C	=	185 – 191	F	=	0 – 149
A-	=	225 – 234	B-	=	200 – 209	C-	=	175 – 184			

BLACKBOARD REQUIREMENTS

Every student registered for any (Tourism and Events Management program) course with a required performance-based assessment is required to submit this assessment, (group writing assignments, case study presentations, research paper and weekly on-line quizzes) to Blackboard (regardless of whether a course is an elective, a one-time course or part of an undergraduate minor). Evaluation of the performance-based assessment by the course instructor will also be completed in Blackboard. Failure to submit the assessment to Blackboard will result in the course instructor reporting the course grade as Incomplete (IN). Unless the IN grade is changed upon completion of the required Blackboard submission, the IN will convert to an F nine weeks into the following semester.

GMU POLICIES AND RESOURCES FOR STUDENTS

- a. Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honorcode/>].
- b. Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- c. 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.
- d. 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/>].
- e. 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/>].
- f. Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- g. 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/>].

PROFESSIONAL DISPOSITIONS

Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT

The College of Education & Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles. <http://cehd.gmu.edu/values/>

For additional information on the College of Education and Human Development, School of Recreation, Health, & Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROPOSED CLASS SCHEDULE

Date		Topic/Learning Experiences	Readings and Assignments	
M W	Aug 25 27	Introduction to the course Emergence of sustainable tourism	No reading assignments, quizzes or group discussion this week	
M W	Sep 1 3	Labor Day – No Class Issues in sustainable tourism	Read Swarbrooke Chapter 1 pp. 3 – 11 Chapter 2 pp. 12 – 23 Chapter 3 pp. 24 – 40	Quiz #1 Due 9/7 at 11:59pm
M W	8 10	Economics Group Discussion - 5	Read Swarbrooke Chapter 6 pp. 59 – 68 Chapter 23 pp. 245 – 250	Quiz #2 Due 9/14 at 11:59pm
M W	15 17	Environment and Spatial Strategies Group Discussion - 6	Read Swarbrooke Chapter 5 pp. 47-58 Chapter 22 pp. 238 – 244	Quiz #3 Due 9/21 at 11:59pm Abstract/Outline Due 9/28 at 11:59pm
M W	22 24	The Social Dimension and the Host Group Discussion - 7	Read Swarbrooke Chapter 7 pp. 69 – 82 Chapter 11 pp. 123 – 134	Quiz #4 Due 9/28 at 11:59pm
M W	Oct 29 1	Governance Group Discussion - 8	Read Swarbrooke Chapter 8 pp. 87 - 103 Chapter 24 pp. 253 – 268	Quiz #5 Due 10/5 at 11:59pm
M W	6 8	Movie Jamaica for Sale Movie Jamaica for Sale	No reading assignments, quizzes or group discussion this week	
M W	13 14 15	Columbus Day – No Class Conventional Mass Tourism Group Discussion - 1	Read Swarbrooke Chapter 9 pp. 104 – 114 Chapter 26 pp. 276 – 287	Quiz #6 Due 10/19 at 11:59pm Draft Due 10/19 at 11:59pm
M W	20 22	Green Certification Group Discussion - 2	Read Swarbrooke Chapter 27 pp. 288-298 Chapter 28 pp. 299-306 Chapter 31 pp. 330-335 Chapter 32 pp. 336-341	Quiz # 7 Due 10/26 at 11:59pm
M W	27 29	Alternative Tourism Group Discussion - 3	Read Swarbrooke Chapter 29 pp. 306 - 317 Chapter 30 pp. 318 – 329	Quiz #8 Due 11/2 at 11:59pm

M W	Nov	3 5	Tourism Destinations Group Discussion - 4	Read Swarbrooke Chapter 21 pp. 230 - 237 Chapter 20 pp. 215-229	Quiz #9 Due 11/9 at 11:59pm
M W		10 12	The Tourist Open	Read Swarbrooke Chapter 13 pp. 142 – 150 Chapter 25 pp. 268 – 275	Quiz #10 Due 11/16 at 11:59pm
M W		17 19	Food Tourism Case Study Presentations: Groups 1-2	Read Swarbrooke Chapter 4 pp. 41 – 44 Chapter 33 pp. 342 – 347 Chapter 34 pp. 348-360	Quiz #11 Due 11/23 at 11:59pm Research Paper Due 11/16 at 11:59pm
M W		24 26	Case Study Presentations: Groups 3-4 Thanksgiving Break – No Class		
M W	Dec	1 3	Case Study Presentations: Groups 5-6 Case Study Presentations: Groups 7-8		

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