

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism  
TOUR210 - A01 - Global Understanding through Travel & Tourism (3)  
Summer 2015

PROFESSOR: Dr. Heather E Bowen

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By Appointment

### **PREREQUISITES/COREQUISITES**

None.

Fulfills GMU Global Understanding requirement.

### **COURSE DESCRIPTION**

This course examines tourism as a global industry and human activity, which promotes and facilitates understanding of historical and cultural values and international institutions, which characterize broader global systems.

### **DELIVERY METHOD**

This course will be delivered online using an **asynchronous** (not "real time") 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 the first day of GMU classes.

### **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.
- The following software plug-ins for PCs and Macs respectively, available for free downloading by clicking on the link next to each plug-in:
  - Adobe Acrobat Reader: <http://get.adobe.com/reader/>
  - Windows Media Player: <http://windows.microsoft.com/en-US/windows/downloads/windows-media-player>
  - Apple QuickTime Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)
- A headset microphone for use with the Blackboard Collaborate web conferencing tool.

## **COURSE OBJECTIVES**

This course stresses the interconnectedness, difference, and diversity that are central to understanding and operating in a global society. At the completion of this course students should be able to:

1. Discuss the impact of tourism on the global economy, as well as peripheral areas (e.g. developing nations and colonial territories).
2. Analyze significant global tourism issues and demonstrate an awareness of how these issues are perceived and dealt with in different cultural and historical traditions.
3. Discuss the social impacts of global tourism, including acculturation, demonstration effect, religious tolerance, and political awareness.
4. Describe the ways in which tourism contributes to appreciation of cultural heritage and the international foundations of American society.
5. Discuss the role of international tourism in promoting world peace.
6. Design an international travel itinerary that would allow a tourist to learn about the cultural geography of at least one country other than the United States.
7. Visit other countries with an improved sense of host/guest relations, greater appreciation for the opportunities to expand learning about the world cultures, and a sense of diplomacy.

## **COURSE OVERVIEW**

Below are the topics to be covered be covered in TOUR210 Online. Description of Required Readings, Evaluation, Assignments, Projects, Exams, Course Policies, Expectations, and Tentative Course Schedule follow.

- I. History of Tourism & Introduction to the Global Tourism System
- II. Economic Employment Impacts of Global Tourism
- III. Culture and Tourism
- IV. Backpacking, Hostelling, & Independent Travel
- V. War, Terrorism, & Natural Disasters
- VI. Peace through Tourism
- VII. Volunteer Tourism
- VIII. Sustainable Tourism and Ecotourism

## **REQUIRED READINGS**

**\*\*See Reading | Listening | Viewing List in content area for each Weekly Unit on Course Blackboard site\*\***

**EVALUATION**

Homework & Discussion Participation.....	10%
<i>This Week in the World</i> Discussion Leadership.....	10%
<i>Solo Travel Reporter Project</i> (Arm Chair Travel Journal <b>or</b> Agency Report).....	20%
Mid-Term Exam.....	20%
<i>Intelligent Tourist</i> Travel Itinerary Project.....	20%
Final Exam.....	20%
Course Total	100%

**GRADING SCALE** [Dictated by George Mason University]

A = 94 – 100	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	

**Syllabus Continued on Following Page**

## ASSIGNMENTS

See Course Schedule for due dates and relevant content areas on the Course Blackboard site for additional information.

Discussion Participation: Each weekly unit has one or more associated Discussions based on the This Week in the Works Assignment and/or the other content assigned for the week. These Discussions can be located through the individual Weekly Units or the Discussion Boards content area (button). Students must make at least one (1) substantive post and two (2) substantive comments (to another classmate's/s' post/s) in a Discussion in order to receive credit for participation in that discussion. You are encouraged to make many more and truly participate in the Discussions.

Your Discussion Participation grade will be assessed at the culmination of the course. You cannot earn an A or an F on the basis of your participation in one week's Discussion. Nor can you earn an A by posting only the minimum number of posts and comments required to receive credit. You will be graded based on your participation in all the Discussions throughout the semester.

Weekly Participation: Required Readings, Pod Casts, Audios, Videos, PowerPoints, and other content can be found on the Course Blackboard site in the content area corresponding with each week of the course. Depending on the week, you may be required to read, listen, and/or watch the material. You may also be required to participate in a class Discussion about the material and/or submit a personal review of the material.

This Week in the World Discussion: This Assignment is to be completed in a 'Travel Reporter Team' with a classmate. There is a synopsis of this Assignment after the Course Schedule and more details in the This Week in the World content area of the Course Blackboard site.

Solo Travel Reporter Project: This Assignment is to be completed individually as a 'Solo Travel Reporter'. There is a synopsis of this Assignment after the Course Schedule and more details in the Solo Travel Reporter Project content area of the Course Blackboard site.

Mid-Term Exam: This exam will cover all course material from the start of the course. Additional information about the format, availability, and instructions will be provided in the Mid-Term Exam content area on the Course Blackboard site at least one (1) week prior to the exam.

Intelligent Tourist Semester Project: This Assignment is to be completed in 'Virtual Travel Teams' of three (3) students. There is a synopsis of this Assignment after the Course Schedule and more details in the Intelligent Tourist content area of the Course Blackboard site.

Final Exam: This exam will cover all course material from the start of the course. Additional information about the format, availability, and instructions will be provided in the Final Exam content area on the Course Blackboard site at least one (1) week prior to the exam.

## EXPECTATIONS/POLICIES & PROCEDURES FOR ONLINE LEARNING

**Course Week:** This course is **asynchronous**. Because asynchronous courses do not have a “fixed” meeting day, our week will **start** on Mondays, and **finish** on Sundays.

**Course Schedule:** The Course Schedule provides the topics and course work assignment due for each week. Full material for a given week's work can be found on the Course Blackboard site in the content area corresponding to that week. *Please note well: The Instructor reserves the right to alter the schedule as necessary. Students should consult the Course Schedule regularly to check for alterations.*

**Required Weekly Content:** Required Readings, Pod Casts, Audios, Videos, PowerPoints, and other content can be found on the Course Blackboard site in the content area corresponding with each week of the course. *Please note well: Throughout the course, the Instructor reserves the right to add to this content by the start of an upcoming week. Students should check the content area for the upcoming week to ensure they have read, listened to and/or watched all Required Weekly Content.*

**Log-in Frequency:** This course is **asynchronous** (not in "real time"). Students must actively check the course Blackboard site and their GMU email for communications from the instructor. At a minimum students should check the Blackboard site and GMU email 3 times per week. *Please note well: Students who log into the course Blackboard site and check their email for communication from the course instructor and classmates more frequently (particularly in regard to Discussions) tend to earn better grades in the course.*

**Participation:** Students are expected to actively engage in all course activities throughout the semester, which includes 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 six (6) times per 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 Course Schedule section of this syllabus (last 2 pages) and in the individual Weekly Units 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.

**Course Work Submission:** Your course work is due by the Due Date & Time indicated on the Course Schedule and/or in the Weekly Units. That is, any and all Discussion posts, Homework, Assignments, and Exams must be submitted/posted no later than the designated Due Date & Time. These Due Dates & Times are considered to be the last possible time for work to be submitted. Plan accordingly in regard to any and all other responsibilities you have for other courses, work, extracurricular activities, family, friends, etc. Assignments turned in after the designated date and time will be penalized at 10% per 24 hour period, resulting in a zero (0) after 240 hours (ten (10) days).

All course work must be submitted to the Course Blackboard site as instructed in the content area for the specific course work. **DO NOT** attach course work to an email (unless specifically instructed to do so on the Course Blackboard site or by personal email from your instructor). If you foresee any reason you will not be able to comply with this policy for an upcoming course work submission or have an unforeseen life emergency, contact your instructor immediately to discuss possible alternatives. Please note well: Poor planning on your part does not constitute a life emergency.

**Academic Integrity:** All assignments, examinations, and written reports are to be completed in compliance with the George Mason University Honor System and Code, regardless of whether a course is taken on campus or online ([http://www.gmu.edu/academics/catalog/0304/apolicies/index.html#TOC\\_H11](http://www.gmu.edu/academics/catalog/0304/apolicies/index.html#TOC_H11)). This course will abide by the George Mason University Honor System and Code. In the very unlikely event of academic dishonesty in this course, it will be pursued to the most severe sanctions available under the above Code. This may mean an F in the course for any event or action in violation of the Code.

Student assignments will be regularly checked for plagiarism. Cheating is not a victimless crime. If you have any questions on this policy, or what constitutes violations of academic honesty, please feel free to ask your instructor or academic advisor.

**Advising:** If you would like to schedule a one-on-one meeting to discuss course requirements, content or other course-related issues, we can meet via telephone. Send me an email to schedule your one-on-one session and suggest 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.

*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.



**COURSE SCHEDULE**

<b>WEEKLY UNIT   DATE</b>	<b>TOPIC</b>
1A   Sun, May 17 - Wed, May 20	<p>I. History of Tourism &amp; Introduction to the Global Tourism System This Week in the World Discussion</p> <p><b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b></p> <p><b>DUE by 11pm on Wednesday, May 20, 2015:</b> for <u>Solo Travel Reporter Project</u> -&gt; submission of Agency choice</p>
1B   Sun, May 20 - Sat, May 23	<p>II. Economic &amp; Employment Impacts of Global Tourism This Week in the World Discussion Study Abroad – Center for Global Education, GMU – Guest Speaker</p> <p><b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b></p> <p><b>DUE by 11pm on Saturday, May 20, 2015:</b> for <u>Intelligent Tourist Semester Project</u> -&gt; submission of Virtual Travel partners and country selections (<b>ALL THREE</b> partners must submit <b>INDEPENDENTLY</b>)</p>
2A   Sun, May 24 - Wed, May 27	<p>III. Culture and Tourism This Week in the World Discussion</p> <p><b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b></p>
2B   Wed, May 27 - Sat, May 30	<p>IV. Backpacking, Hostelling, and Independent Travel This Week in the World Discussion</p> <p><b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b></p>
3A   Sun, May 31 - Wed, June 3	<p><b>MID-TERM EXAM</b></p> <p><b>DUE: <i>Travel Project</i> (Armchair Travel Journal <b>or</b> Agency Report) by 11pm on Wednesday, June 3, 2015</b></p>

**Course Schedule Continued on Following Page**



WEEKLY UNIT   DATE	TOPIC
3B   Wed, June 3 - Sat, June 6	V. War, Terrorism, & Natural Disasters This Week in the World Discussion <b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b>
4A   Sun, June 7 - Wed, June 10	VI. Peace through Tourism This Week in the World Discussion Peace Corps presentation <b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b>
4B   Wed, June 10 - Sat, June 13	VII. Volunteer Tourism This Week in the World Discussion <b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b>
5A   Sun, June 14 - Wed, June 17	VIII. Sustainable Tourism and Ecotourism This Week in the World Discussion <b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b>
Wed, June 17 - Sat, June 20	<b>FINAL EXAM</b> <b>DUE: <i>Intelligent Tourist</i> Travel Itinerary Project by 11pm on Saturday, June 20, 2015</b>

**[PLEASE NOTE WELL: INSTRUCTOR RESERVES THE RIGHT TO ALTER THE SCHEDULE AS NECESSARY.]**

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**This Week in the World Discussion**

Look in the newspapers. Look in magazines. Look on the Internet. Look on television. Listen to NPR and PRI. Discussions about travel and promotion of tourism can be found all over our media: a discount tour to here; a cheap airfare to there; hints about the best kept travel secrets everywhere. Where is everyone going (or not going)? Why are they going there (or not)? Who is getting what out of this mass movement of people out of their homes and across international borders? Who benefits and how do they benefit? Consider this phenomena from the perspectives of individual hosts and guests, corporations and countries. Where do you see concepts and issues from this course discussed in the media? Where do you see a lack of consideration of the concepts and issues from this course?

- ✓ You and a partner will present to the class an article, expose', or program from a **hard news source** which connects directly to the course topic for that week.
- ✓ You will lead a class discussion about the connection between your article / expose' / program and the course topic / issue. Ask questions. Present additional material. Encourage debate. Be creative. Play a game. Make it fun!
- ✓ At the end of your discussion, you must submit a 500 - 750 word report articulating how the media selection you presented relates to and/or illustrates the course topic for the week, and summarizing the Discussion with your classmates.

Each 'Travel Reporting Team' (of 2 students) will complete this assignment once during the course session. Travel Reporting Teams and Discussion dates will be assigned by the Instructor.

*Please note well: If course enrollment results in an odd number of students, one (1) team of one (1) will be assigned.*

**Full description of This Week in the World and Team assignments can be found in the This Week in the World content area of the Course Blackboard site.**

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**Solo Travel Reporter Project**

Work as a 'Solo Travel Reporter' and select prepare an Agency Report. Agency choice is due **by 11pm on Wednesday, May 20, 2015.**

Research an agency from the list provided in the Solo Travel Reporter Project content area of the Course Blackboard site and write a 1,500 - 2,000 word report on the history and current operation of the organization and how it impacts or influences international travel in relation to at least four (4) course topics. (If you find that the agency does not impact or influence at least four (4) course topics, identify ones you believe it should and explicitly explain why.)

**Full description of the Solo Travel Reporter Project, including list of permissible Agencies can be found in the Solo Travel Reporter content area of the Course Blackboard site.**

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### **Become an Intelligent Tourist: SEMESTER PROJECT**

1- Find two (2) partners among your classmates to create a 'Virtual Travel Team' of three (3). Use the Intelligent Tourist Discussion Board to connect with classmates and form Teams.

2- Select a country\* on which to focus your project. No one on your team can have visited or lived in this country, or have a close friend or family member who have traveled to or lived in this country.

3- Submit all three (3) Virtual Travel Team member names and top two (2) country selections **by 11pm on Saturday, May 23, 2015.**

*Please note well: Each member of the team must **individually** make this submission in order to ensure that all 'Virtual Travel Team' members are in agreement.*

4- Pick a theme for your trip. Conduct research. Use primary & secondary sources; include at least three (3) interviews.

5- Put together a detailed Itinerary which would enable a tourist to gain an understanding of the country, its culture, and its relationship to the world with a **Write-Up**

6- Create a **PowerPoint Itinerary Presentation** to show the class your itinerary and describe how your itinerary and trip accomplishes these goals.

7- Submit your Itinerary Presentation and Write-Up to the Course Blackboard site **by 11pm on Saturday, June 20, 2015.**

**Full description of the Semester Project can be found  
in the Intelligent Tourist content area of the Course Blackboard site.**

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