

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 200-001—INTRODUCTION TO TRAVEL AND TOURISM (3 credits)  
SPRING 2016

DAY/TIME:	W 1:30pm – 4:15pm	LOCATION:	Robinson Hall A106
PROFESSOR:	Dr. Abena A. Aidoo	EMAIL ADDRESS:	<a href="mailto:aaidoo@gmu.edu">aaidoo@gmu.edu</a>
OFFICE LOCATION:	SciTech - BRH, RM. 228A	PHONE NUMBER:	703-993-9047
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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, quizzes, 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 together with this document, and 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. (2015). *Tourism Management* (2nd ed.): Wiley POD. ISBN: 978-1119121121

\*\*\*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**.

	<b>Points</b>
<b>Assignments</b>	
<b>A. Examination</b>	
<b>Midterm (A1)</b> <i>--The midterm examination will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from the beginning of the semester to the date of the review for the midterm examination. Questions will be in the form of Multiple Choice questions, or True-or-False statements, or Short Essay questions, OR a combination of the different formats. The time allotted will depend on the type(s) and/or number of questions.</i>	20%
<b>Final (A2)</b> <i>--The final examination will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from the Midterm Examination to the date of the review for the final exam. <b>However, information from before the Midterm Examination may be included.</b> Questions will be in the form of Multiple Choice questions, or True-or-False statements, or Short Essay questions, OR a combination of the different formats. The time allotted will depend on the type(s) and/or number of questions.</i>	20%
<b>B. Group Site Analysis Report and Presentation</b> <i>-- Students, working in groups, will conduct an analysis of a tourist site. Each group will <b>select and visit</b> one site, and conduct an analysis using the concepts discussed in class and in the text. <b>All sites chosen will have to be within the Washington, D.C. Metropolitan Area.</b> Each group will then present its report (using PowerPoint slides only) to the rest of the class. Detailed instructions for the site analysis and presentation will be provided at a later date, via Blackboard. Students will be expected to present wearing a Business Suit (business professional attire). Both the report and presentation will be due on the applicable date stated on the Tentative Course Schedule.</i>	25%
<b>C. Quizzes</b> <i>-- Students will be expected to take six (6) <u>unscheduled</u> quizzes based on the text, and other material covered in class and through assignments. Quizzes will be taken on Blackboard and will be timed. Quiz questions will be in the form of Multiple Choice questions, or True-or-False statements, or Short Essay questions, OR a combination of the different formats. The time allotted will depend on the type(s) and/or number of questions. <b>The quiz with the lowest score will be dropped.</b></i>	20%

#### **D. Attendance/Participation**

--Participation points will be scored based on students' **active** participation in class discussions reflected through written responses during in-class activities and/or for take-home assignments. These written responses will be submitted individually or as a group. Students will be informed on how many participation points each response is worth. **ONLY** responses that are submitted, when they are due, will receive the points. There will be no scheduled dates for these activities. Participation points will also be received from the average of group member evaluations.

15%

--Students will also receive specific and separate points for **Attendance**.

TOTAL

100%

**\*\*A comprehensive list of course and classroom requirements and policies will be provided with the Syllabus on Blackboard.**

**\*\*\*Detailed instructions for assignments will be posted 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		

#### **\*\*\*Percentage Score Calculation Formula:**

- **Percentage Score for Each Grade Category = %**
- **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**

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

## TENTATIVE COURSE SCHEDULE

Date	Topic	Reading(s) to be completed for Next Class	What is Due?
<b>January 20</b>	Introduction; Class Overview; Library and Writing Tutorials Class Discussion	Chapters 1 & 2	
<b>January 27</b>	<i>Creation of Groups</i> <b>Chapter 1</b> – Introduction to Tourism Management <b>Chapter 2</b> – The Tourism System	Chapters 3 & 4	
<b>February 3</b>	<b>Chapter 3</b> – The Evolution and Growth of Tourism <b>Chapter 4</b> – Destinations Class Discussion <i>Group Site Analysis Instructions Posted</i>	Chapter 5	
<b>February 10</b>	<b>Chapter 5</b> – The Tourism Product Class Discussion	Chapter 6	<i>Submission of Name of Group's Site</i>
<b>February 17</b>	<b>Chapter 6</b> – Tourist Markets Class Discussion <b>Review for Midterm Exam</b>	<b>Review for Midterm Exam</b> Chapter 7	
<b>February 24</b>	<b>MIDTERM EXAM (A1)</b>		
<b>March 2</b>	<b>Chapter 7:</b> Tourism Marketing Class Discussion	Chapter 8	
<b>March 9</b>	<b>SPRING BREAK</b>		
<b>March 16</b>	<b>Guest Speaker</b> <b>Chapter 8:</b> Economic Impacts	Chapter 9	
<b>March 23</b>	<b>Chapter 9:</b> Socio-Cultural Impacts Class Discussion	Chapter 11	
<b>March 30</b>	<b>Chapter 11:</b> Sustainable Tourism <b>Guest Speaker/Class Discussion</b>	Chapter 12	
<b>April 6</b>	<i>Group Site Analysis Presentations</i> <u>Groups 1-4</u> (subject to change based on final enrolment count) Class Discussion		<i>Group Site Analysis Reports (Groups 1-4)</i>
<b>April 13</b>	<i>Group Site Analysis Presentations</i> <u>Groups 5-8</u> (subject to change based on final enrolment count) Class Discussion		<i>Group Site Analysis Reports (Groups 5-8)</i>
<b>April 20</b>	<b>Chapter 12:</b> Tourism Research Class Discussion	Chapter 10	
<b>April 27</b>	<b>Chapter 10:</b> Destination Development Wrap Up <b>Final class/Final Exam Review</b>	<b>Review for Final Exam</b>	
<b>May 8</b>	<b>FINAL EXAM (A2) – <u>In classroom</u> – 1:30 p.m. – 4:15 p.m.</b>		

*Note: The Professor reserves the right to alter the schedule as deemed necessary.*

## *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/the-mason-honor-code-2/>].
- 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.

