

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
TOUR 340-001—Sustainable Tourism & Development (3)
UPDATED 12.9.15

DAY/TIME: January 2 – 17, 2016 **LOCATION:** Various Locations/Costa Rica a
INSTRUCTOR: Adriane Alfred **EMAIL:** [Panama
aalfred2@gmu.edu](mailto:aalfred2@gmu.edu)
PHONE NUMBER: 202-246-5749

COURSE DESCRIPTION

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

Sustainability models and tools will be studied to assist students in understanding measures that support United Nations ideals, Costa Rica and Panama’s sustainability measures to preserve World Heritage Sites, Culture, History and Eco Systems. In addition, students will explore both governments’ ideology to assist in further understanding how sustainability programs are impacted by government legislation and funding.

This study abroad tour allows students to study sustainable development and tourism practices of Costa Rica and Panama through a first-hand view of culture, historic sites, tourist destinations, guest presenters, lectures, and readings. Students will be presented with a first-hand view of Costa Rica and Panama’s past and present, to assist with an in depth understanding of their sustainability practices. Students will have an opportunity to use the knowledge gained from the text, articles, lectures, and guest presenters to review, evaluate and to compare current sustainable practices in both countries.

Our exploration will include numerous cities throughout both countries; from the coast to the mountains. Students will engage with residents, professionals, and students to develop an understanding of sustainable development and tourism from a local prospective. The exploration and field study include museum visits, diverse tourism sectors, development, biodiversity, and local sustainability projects. There are hands on interactive assignments, required readings, writing assignments, team projects and presentations while in Central America.

Developing an understanding of the history, culture, political systems, and tourism, will set the stage for the presentation and final paper. These two projects will allow students to create scholarly work based on their analysis of each country’s sustainable practices, current status and future expectations. The Weaver, Sustainable Tourism text book review, course packet articles (history and specific Costa Rica and Panama articles), additional research, lectures and information gathered over the 15 day intense course of instruction will be the basis for both projects.

COURSE OBJECTIVES: On completion of this course students should be able to:

1. Conceptualize sustainability and its relevance to tourism and development.
2. Analyze the *economic, environmental, and socio-cultural* contexts of sustainable tourism and development.
3. Evaluate the principles of sustainable tourism in relation to tourism impacts.
4. Assess the practical application of sustainable tourism principles.
5. Demonstrate an awareness of good practice in sustainable development and tourism management.
6. Appreciate the challenges and opportunities encountered in implementing sustainable tourism management principles in such subsectors as accommodation, transportation, and tour operations.
7. Appreciate differences in and rationale for conventional “mass” tourism versus “alternative tourism.”
8. Show knowledge of current trends in community involvement in tourism planning and development based on field work.
9. An understanding of the impact of political practices as it relates to sustainable development and tourism.
10. Critically analyze the conceptual basis on which sustainability models impact tourism, history and culture.
11. In depth knowledge of culture and history based on areas of interest and travel throughout Costa Rica and Panama.

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; field study; general print and online library resources; and external data sources. The course is also delivered in a variety of ways: lecture presentation, small group discussions, reading groups, peer reviews, research, 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 on the specified date due or **no credit will be given**.

ACADEMIC POLICIES & EXPECTATIONS: This program condenses 3 credits of study into a 15-day period. Our journey will be intense and exciting. In order to benefit from the site visits and to receive credit for the course, you must be up-to-date with the daily reading and writing assignments. Attendance is mandatory except in cases of verifiable illness. Due to the short duration of the study tour, there will be absolutely no extensions or late work accepted.

JOURNAL ENTRIES: A total of 8 journal entries (4/Costa Rica and 4Panama) are required during the study tour, 200 words minimum/400 maximum for each entry. Journals will be collected and evaluated twice, once in Costa Rica and once in Panama (as indicated in the final itinerary) to allow feedback during the trip. Each entry should be your own personal observation, reflection and analysis of Costa Rica and Panama's history, culture and/or tourism as you have experienced it during our field study, and relevant to the topics of study. In addition, assignments, notes and field study projects should be included in the journal. Journals will be kept confidential and may be handwritten or electronic via a thumb drive. However, it is recommended that a low tech pen and notebook/journal be used for ease in the field.

FIELD STUDY PROJECTS & PRESENTATIONS: Students will complete one (1) field study project in teams. These assignments will include the application of knowledge learned from lectures, readings and field study. This activity is designed to allow students to demonstrate what they have learned on the trip and to learn from each other. Students will present their field study project on the last full day of the study tour as indicated in the syllabus.

Each team will select a field study question. The team will use information from the book and travel to give a 10-minute oral presentation that is based on a field study question. This activity is designed to have students demonstrate what they have learned on the trip and to learn from each other. The process must be outlined in each of the team members' journal.

PARTICIPATION & ATTENDANCE: Active participation and attendance at site visits, lectures, and group discussions is an important part of the course. Students are expected to have read all materials prior to the discussion and to contribute their own insights frequently. Failure to do so will negatively affect your participation grade. Random assignments will be given based on readings and travel throughout the trip.

FINAL PAPER: Students will complete an 8-10 page research paper based on the group field study project. The paper should be an updated version of the field work and advance work during the study abroad trip. The final paper should combine academic research, sources and citations with personal anecdote and analysis. The due date of the final paper is one week after our return date of January 17, 2016.

If you are challenged in a way that affects your learning outcomes please notify the professor and contact Disability Support Services in SUB I Room 222 or at 993-2474 PRIOR to departure. All accommodations must be arranged through this office.

REQUIRED READINGS: Weaver, David. (2006), *Sustainable Tourism (1stedition)*. London, UK: CAB International. (Book Not Required)

COURSE PACKET: To be printed (at your expense) or available on your computer before your arrival to Costa Rica. Readings in the course packet include selections regarding a

historical overview, sustainable development, sustainable tourism, UNESCO, and culture as it relates to Costa Rica and Panama. **NOTE:** All reading should be completed in advance of the day it is indicated on the Syllabus.

EVALUATION: This course will be graded on a point system, with a total of 100 possible points.

Requirements	Points
<i>Journal Assignments</i>	25
<i>Field Study Project & Presentations</i>	25
<i>Participation</i>	25
<i>Final Paper</i>	25
TOTAL	100

Grading Scale

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

TENTATIVE COURSE SCHEDULE

DATE		TOPIC	READINGS/ASSIGNMENT DUE/DISCUSSION
Sat	Jan 2	Course Introduction Lecture I: The Big Picture of Costa Rica and Sustainable Tourism Text Book Review & Discussion: Chapter 1 Emergence of Sustainable Tourism	Weaver Chapter 1 Read - Articles Costa Rica Section/Costa Rica Field Study Group & Project Selections
Sun	Jan 3	Lecture II: San Jose the Gateway to Sustainability Text Book Review & Discussion: Chapter 2 Issues in Sustainable Tourism Workshop 1: Costa Rica Overview/Museums and Government	Weaver Chapter 2 Read - Articles Costa Rica Section/ICT
Mon	Jan 4	Workshop 2: Tourism Bureau/ICT Presentations on Sustainable Tourism & Development	Read - Articles Costa Rica Section/Cultural Survival

Tue	Jan 5	<p>Workshop 3: ADE Presenter/Building A Sustainable Community</p> <p>Text Book Review & Discussion: Chapter 3 Alternative Tourism</p>	<p>Weaver Chapter 3</p> <p>Read - Articles Costa Rica Section/Cultural Survival</p>
Wed	Jan 6	<p>Lecture III: Impacts of Mass Tourism & Development</p> <p>Text Book Review & Discussion: Chapter 4 Conventional Mass Tourism</p>	<p>Weaver Chapter 4</p> <p>Read – Articles United Nations Section</p>
Thur	Jan 7	<p>Lecture IV: The Cost Of A Sustainable Country</p> <p>Text Book Review & Discussion: Chapter 5 The Facilitating Sectors</p> <p>Workshop 4: Park Guide/National Parks of Costa Rica – Staying Sustainable</p> <p>Interviews with Sustainable Hotel</p>	<p>Weaver Chapter 5</p> <p>Journals Due @ 10am</p>
Fri	Jan 8	<p>Observation, Reflection and Group Project Work</p>	
Sat	Jan 9	<p>*Journal: Your View of Costa Rica & It's Sustainable Practices</p> <p>Lecture V: Welcome to Panama & UNESCO World Heritage Sites</p>	<p>Read – Articles Panama Section</p>
Sun	Jan 10	<p>Chapter Review/Discussion: Chapter 6 Attractions</p>	<p>Weaver Chapter 6</p>
Mon	Jan 11	<p>Observation, Reflection and Group Project Work</p>	<p>Read – Articles – Panama Articles</p>
Tue	Jan 12	<p>Chapter Review/Discussion: Chapter 7 Quality Control</p> <p>Workshop 8: Panama's Government Organizations & Sustainability</p>	<p>Weaver Chapter 7</p>
Wed	Jan 13	<p>Chapter Review/Discussion: Chapter 8/9 Tourist Destinations/Spatial Strategies for Destinations</p> <p>Lecture VI: Sustainable Features: Culture &</p>	<p>Weaver Chapter 8 & 9</p> <p>Read Articles Panama Section/Guna Yala</p>

		Development	
Thur	Jan 14	Chapter Review/Discussion: Chapter 10 Visitor Management Strategies for Destinations Lecture VII: Final Project & Paper	Weaver Chapter 10 Journals Due @ 10am
Fri	Jan 15	Chapter Review/Discussion: Chapter 11 Ecotourism: The Conscience of Sustainable Tourism Workshop 9: About Kuna Yala	Weaver Chapter 11
Sat	Jan 16	Field Study Presentations	
Sun	Jan 17	RETURN TO USA	
Sun	Jan 25	FINAL PAPER DUE via EMAIL	

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

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- 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/1301gen.html>].
- 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.
- Students are expected to exhibit professional behaviors and dispositions at all times.

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>].

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.

