

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 340 — Sustainable Tourism (3 credits)  
Summer (I) 2016

### **INSTRUCTOR**

**Name:** Dr. Russ Brayley

**Office hours:** By appointment (send an email)

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PREREQUISITES: TOUR 200 & TOUR 220

### **COURSE DESCRIPTION**

This asynchronous online 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 asynchronous online 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. Using Blackboard, students are expected to complete assignments weekly and be engaged in course activities throughout the semester. The online course is also delivered in a variety of ways: instructional video lecture presentations, online blogs, reflective activities, peer reviews, research groups, and writing assignments. The objective is threefold: to encourage collaborative and supportive online learning environment among students; to emphasize that students are as responsible for their learning as is the instructor; 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 actively participate and complete weekly online activities and fulfill all assignments online. **Assignments must be turned in at the specified time and date due via Blackboard or no credit will be given. Late assignments are not accepted.** Watch the video “How to Take this Course” for detailed information about course rules, course requirements and evaluation.

## COURSE EXPECTATIONS

1. To encourage collaborative and supportive online learning environment among students;
2. To underscore that students are as responsible for their learning as is the instructor; and
3. To encourage analysis and critical thinking.
4. Student athletes and student government officers who have duties that occasionally conflict with the class schedule must formally bring this to the attention of the instructor during the first week of the semester.
5. Official e-mail communications from the instructor will be sent to students' GMU-assigned e-mail addresses. Students are responsible to check their e-mail inbox and to ensure that there is room to receive incoming correspondence.
6. No make-ups for missed exam or assignments will be allowed unless failure to take the exams or do the assignments is due to an extreme situation, e.g. military mobilization, jury duty, serious and contagious illness, the proven death of a very near and dear relative. Appropriate documentary evidence must be provided.

## BLACKBOARD LOGIN INSTRUCTIONS

Access to [MyMason](#) and GMU email are required to participate successfully in this course. Please make sure to update your computer and prepare yourself to begin using the online format BEFORE the first day of class. Check [the IT Support Center](#) website.

Navigate to [the Student Support page](#) for help and information about Blackboard. In the menu bar to the left you will find all the tools you need to become familiar with for this course. Take time to learn each. Make sure you run a system check a few days before class. Become familiar with the attributes of Blackboard and online learning.

## REQUIRED READING

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

## TECHNOLOGY REQUIREMENTS

**Hardware:** You will need access to a Windows or Macintosh computer with at least 2 GB of RAM and access to a fast and reliable broadband internet connection (e.g., cable, DSL). A larger screen is recommended for better visibility of course material. You will need speakers or headphones to hear recorded content and a headset with a microphone is recommended for the best experience. For the amount of Hard Disk Space required taking a distance education course, consider and allow for:

1. the storage amount needed to install any additional software and
2. space to store work that you will do for the course.

If you consider the purchase of a new computer, please go to [Technology Buying Guide](#) to see recommendations.

**Software:** Many courses use Blackboard as the learning management system. You will need a browser and operating system that are listed compatible or certified with the Blackboard version available on the [myMason Portal](#). See [supported browsers and operating systems](#). Log in to [myMason](#) to access your registered courses. Some courses may use other learning management systems. Check the syllabus or contact the instructor for details. Online courses typically use [Acrobat Reader](#), [Flash](#), [Java](#), and [Windows Media Player](#), [QuickTime](#) and/or [Real Media Player](#). Your computer should be capable of running current versions of those applications. Also, make sure your computer is protected from viruses by downloading the latest version of Symantec Endpoint Protection/Anti-Virus software for free [here](#).

Students owning Macs or Linux should be aware that some courses may use software that only runs on Windows. You can set up a Mac computer with Boot Camp or virtualization software so Windows will also run on it. Watch [this video](#) about using Windows on a Mac. Computers running Linux can also be configured with virtualization software or configured to dual boot with Windows.

Note: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.

### **Course-specific Hardware/Software**

Check the syllabus for your course or contact the instructor prior to the start of the course to find out about specific technical requirements for your class. Hardware or software required for your course or program may be available for purchase at [Patriot Computers](#) (the University's computer store that offers educational discounts and special deals).

## PROPOSED CLASS SCHEDULE

Week	WEEKLY MODULES	TOPICS	READINGS	ASSIGNMENTS DUE	ACTIVITIES DUE
Week 1 5/16-5/20	MODULE 1	Introduction to the course	No readings	Final group projects: groups assigned	Students' Introductions
	MODULE 2	Emergence of sustainable tourism Issues in sustainable tourism	<b>Read Swarbrooke</b> Chapter 1 pp. 3–11 Chapter 2 pp. 12–23 Chapter 3 pp. 24–40	Blogs Responses to Instructor Blog <b>Due 5/20</b>	Quiz 1 Module 2 Reflective Activity
	MODULE 3	Economics	<b>Read Swarbrooke</b> Chapter 6 pp. 59–68 Chapter 23 pp. 245–250	Blogs Group 1 Initial Entries <b>Due 5/20</b>	Quiz 2 Module 3 Reflective Activity
Week 2 5/23-5/27	MODULE 4	The environment and spatial strategies	<b>Read Swarbrooke</b> Chapter 5 pp. 47–58 Chapter 22 pp. 238–244	Blogs Responses to Group 1 Blog <b>Due 5/27</b>	Quiz 3 Module 4 Reflective Activity
	MODULE 5	The social dimension and the host	<b>Read Swarbrooke</b> Chapter 7 pp. 69–82 Chapter 11 pp. 123–134	Blogs Group 2 Initial Entries <b>Due 5/27</b>	Quiz 4 Module 5 Reflective Activity
	MODULE 6	Governance	<b>Read Swarbrooke</b> Chapter 8 pp. 87–103 Chapter 24 pp. 253–268	First draft of paper <b>due 5/27 at 11:59pm</b>	Quiz 5 Module 6 Reflective Activity
Week 3 5/30-6/3	MODULE 7		Movie – Jamaica for Sale	Blogs Responses to Group 2 Blog <b>Due 6/3</b>	Module 7 Reflective Activity
	MODULE 8	Conventional Mass Tourism	<b>Read Swarbrooke</b> Chapter 9 pp. 104–114 Chapter 26 pp. 276–287	Blogs Group 3 Initial Entries <b>Due 6/3</b>	Quiz 6 Module 8 Reflective Activity
	MODULE 9	Green Certification	<b>Read Swarbrooke</b> Chapter 27 pp. 288–298 Chapter 28 pp. 299–306 Chapter 31 pp. 330–335 Chapter 32 pp. 336–341		Quiz 7 Module 9 Reflective Activity
Week 3 6/6-6/10	MODULE 10	Alternative tourism	<b>Read Swarbrooke</b> Chapter 29 pp. 306–317 Chapter 30 pp. 318–329	Blogs Responses to Group 3 Blog	Quiz 8 Module 10 Reflective

	MODULE 11	Tourist destinations	<b>Read Swarbrooke</b> Chapter 21 pp. 230–237 Chapter 20 pp. 215–229	<b>Due 6/10</b> Blogs Group 4 Initial Entries <b>Due 6/10</b>	Activity Quiz 9 Module 11 Reflective Activity
	MODULE 12	The tourist	<b>Read Swarbrooke</b> Chapter 13 pp. 142–150 Chapter 25 pp. 268–275		Quiz 10
Week 4 6/13-6/17	MODULE 13	Food Tourism	<b>Read Swarbrooke</b> Chapter 4 pp. 41–44 Chapter 33 pp. 342–347 Chapter 34 pp. 348–360	Blog Responses to Group 4 Blog <b>Due 6/17</b>  Research Paper (50 points) <b>Due 6/17 at 11:59pm</b>	Quiz 11  Course Evaluation

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

## 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 4 grading requirements, namely: (1) blogs; (2) online reflective activities; (3) weekly quizzes; (4) research paper. **Late work is not accepted in this class, so please plan ahead.** Each requirement is briefly introduced below.

**1. Initial Blogs (10 points):** Each student will be required to submit one initial blog entry on an assigned week. The due date for your initial blog entry is assigned based on your group number. However, this is an individual activity, so that on each week, each member of the group will submit an independent blog entry. For example, during week 2, each member of group 2 will be required to submit an individual blog entry. All students not in group 2 will need to read the blog and all associated material and then provide a comment.

**2. Blog Responses (40 Points):** Each student is required to read and provide a comment to each and every student initial blog post (except your own). The due dates are provided on the syllabus.

**3. Reflective Activities (20 points):** Within each module, there is one reflection question. 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.

**4. 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.

**5. Research paper (80 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 COURSE INFORMATION section.

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 – 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 – 30 points
- ❖ Phase 2 – Final Draft
  - Total points for final draft – 50 points

## GRADING

This course will be graded on a point system, with a total of 250 possible points. **Late work will not be accepted.**

Requirements	Points
Initial Blogs	10
Blog Responses	40
Reflective Activities	20
Quizzes	100
Research Paper	80
- First Draft (30 points)	
- Final Draft (50 points)	
<b>TOTAL</b>	<b>250</b>

## Grading Scale

A+ = 242 – 50	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- = 275 – 184	

## COURSE POLICIES

**Late Assignments:** All assignments must be turned in on the due date given on the assignment sheet. **Late work will not be accepted.**

**Instructor-Student Communication:** Dr. Brayley will respond to your week-day emails within 48 hours. If he will be away from email for more than one day, he will post an announcement in the Blackboard course folder. Before sending an email, please check the following (available on your Blackboard course menu) **unless the email is of a personal nature:**

1. Syllabus
2. Ask Professor
3. On-demand Blackboard videos on how to use Blackboard features, and Technical Requirements.

Feel free to respond to other students in the Ask Professor forum if you know the answer.

**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 onetime 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. Academic Honesty: You are expected to be familiar with and abide by the University's Honor Code. The Code can be found [here](#). It is your responsibility to see me if you have questions about these policies.
- b. Students must follow the university policy for [Responsible Use of Computing](#)
- c. [Administrative information](#)
- d. Student services: The University provides range of services to help you succeed academically and you should make use of these if you think they could benefit you. I also invite you to speak to me (the earlier the better).
- e. 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.
- f. [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. Counseling Center: Student Union I, Room 364, 703-993-2380. Web-site [here](#).
- g. 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.
- h. Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- i. [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. University Writing Center: Robinson Hall Room A114, 703-993-1200. The writing center includes assistance for students for whom English is a second language.
- j. Diversity: George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs,

policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.

- k. Other Considerations: If there are any issues related to religious holidays, please inform the instructor the first week of class.
- l. Student Privacy: The Family Educational Rights and Privacy Act of 1974 (FERPA), also known as the "Buckley Amendment," is a federal law that gives protection to student educational records and provides students with certain rights. [See <http://registrar.gmu.edu/privacy>]. FERPA protects your privacy and keeps your information confidential. A student interested in posing a question about the course to the instructor should do so via e-mail or in a one-on-one in person conversation. Such question should not be posted to the Ask Professor forum.

## **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](#).