

**GEORGE MASON UNIVERSITY**  
College of Education and Human Development  
Hospitality, Tourism and Events Management

TOUR 210-001 — Global Understanding through Travel and Tourism — 3 Credits

**Spring 2017**

Wednesday 4:30 pm – 7:10 pm – East 201 – Fairfax

**Faculty**

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**Prerequisites/Corequisites**

None.

**University Catalog Course Description**

Examines tourism as a global industry and human activity that promotes and facilitates understanding of historical and cultural values, and of international institutions that characterize the broader global system.

**Course Overview**

The course looks at global tourism from different aspects: that of the tourist, that of the tourism service providers, that of the government agencies that promote and regulate it, that of groups that promote tourism, that of researchers and observers, and that of others. Student presentations are meant to augment the formal presentations. Classes, reading assignments and student presentations, and often guest speakers, emphasize the different aspects of global tourism. As the course progresses students should be able to integrate these topics and see how the field of global tourism is broad and complex.

This course will be valuable to you only if you actively participate by reading, thinking, and joining in class discussions and activities. I strongly encourage your attendance in class, your participation in in-class activities and discussions, and the timely completion of homework and assignments. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due.

**Course Delivery Method**

Major topics will be given by lecture in the classroom. Homework assignments provide a basis, background and elaboration of subject material. Presentations by fellow students are intended to provide a reinforcement of the course topic discussed in class.

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### Learner Outcomes or 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 and other peripheral areas (e.g. developing nations);
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. Describe the ways in which tourism contributes to appreciation of cultural heritage and the international foundations of American society;
4. Discuss the social impacts of global tourism, including acculturation, religious tolerance, and political awareness;
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 another country; and
7. Visit other countries with an improved sense of host/guest relations and with greater appreciation for the opportunities to expand learning about the world cultures.

### Professional Standards

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

### Required Texts

No text is required for this course. Refer to Required Readings to determine which articles to read and WEB sites to visit for specific classes.

### Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor.

### Assignments and Examinations

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

Requirements	Points
Quizzes, Homework and Participation	10
This Week in the World - Presentation & Report	10
Armchair Travel Journal - Report	10
Mid-term Exam	25
Semester Project - International Travel Plan - Presentation & Report	15
Final Exam	30
	100

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### Other Requirements

Active participation in team projects is essential. Team meeting attendance and prompt response to team-member email is necessary.

If an exam is not taken with the class on the assigned date, you must have a documented excused absence in order to take a makeup exam. Makeup exams must be arranged by you and should be taken no later than one week after the regularly scheduled exam.

### Course Performance Evaluation Weighting

Your participation in group projects will be evaluated by your team-mates, and your team-mates grades will have a major influence on your grade for the team projects.

### Grading Policies

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		

### Professional Dispositions

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: <http://cehd.gmu.edu/values/>.

### GMU Policies and Resources for Students

#### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).

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- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.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/>).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

### **Class Schedule**

DATE	TOPIC
Jan 25	Course Introduction
Feb 1	1. History of Tourism & Introduction to the Global Tourism System This Week in the World presentation Writing Center presentation Video (subsequent videos during next classes) **See Required Readings**
Feb 8	2. Economic Impacts of Global Tourism This Week in the World presentation Study Abroad – Center for Global Education, GMU – Guest Speaker **See Reading List**

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DATE	TOPIC
Feb 15	3. Tourism Employment This Week in the World student presentation **See Required Readings**
Feb 22	4. Culture & Tourism This Week in the World student presentation **See Required Readings**
Mar 1	Mid-Term Exam Armchair Travel Journal report due
Mar 8	5. Tourism, Terrorism and Natural Disasters This Week in the World student presentation **See Required Readings**
Mar 15	Spring Break – no class
Mar 22	6. Peace through Tourism This Week in the World student presentation **See Required Readings**
Mar 29	7. Volunteer Tourism Peace Corps presentation This Week in the World student presentation **See Required Readings**
Apr 5	8. Backpacking, Hostelling and Independent Travel This Week in the World student presentation **See Required Readings**
Apr 12	9. Sustainable Tourism & Eco-tourism This Week in the World student presentation **See Required Readings**
Apr 19, 26 & May 3	10. International Travel Plan Semester Project Student presentation & Report due As scheduled
May 10 <b>4:30 – 7:15</b>	Final Exam

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Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

### REQUIRED READINGS

#### 1. History of Tourism & Introduction to the Global Tourism System

Horne, Donald. "Home Thoughts From the Carousel." *The Intelligent Tourist*. McMahons Point, NSW: Margaret Gee Publishing. 1992. 3-11.

Perrottet, Tony. "The Once and Future Tourist Trail." *Route 66 A.D.* New York, NY: Random House. 2002. 20–23.

Casson, Lionel. "Sightseeing." *Travel in the Ancient World*. Toronto, Canada: Hakkert. 1974. 262-291.

The Grand Tour | Special Topics Page | Timeline of Art History. Metropolitan Museum of Art. 9 Jan 2017. <[http://www.metmuseum.org/toah/hd/grtr/hd\\_grtr.htm](http://www.metmuseum.org/toah/hd/grtr/hd_grtr.htm)>

Italy on the Grand Tour, Exhibits Overview, Experience the Grand Tour. J. Paul Getty Trust. 9 Jan 2017.<[http://www.getty.edu/art/exhibitions/grand\\_tour/what.html](http://www.getty.edu/art/exhibitions/grand_tour/what.html)>

Familiarization with website. "Mason Study Abroad" George Mason University. 9 Jan 2017. <<http://studyabroad.gmu.edu/>>

#### 2. Economic Impacts of Global Tourism

Stynes, Daniel J. "Economic Impacts of Tourism." Michigan State University. 1-19.

Pi-Synyer, Oriol, Thomas R. Brooke, and Magali Daltabuit. "Tourism on the Maya Periphery." *Hosts and Guests Revisited: Tourism Issues of the 21<sup>st</sup> Century*. Ed. Valene L. Smith and Maryann Brent. New York: Cognizant Communication Corporation, 2001. 122-140.

"Town Asks Kung Fu Monks for Tourism Blessings." *New York Times* Jan 2, 2009. 9 Jan 2017.<<http://www.nytimes.com/2009/01/02/world/asia/02shaolin.html?partner=rss&emc=rss>>

#### 3. Tourism Employment

Travel and Tourism Economic Impact 2016 World. World Travel and Tourism Council. 9 Jan 2017. <<http://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2016/world2016.pdf>>

Van Broeck, Anne Marie. 2001. "Pamukkale: Turkish Homestay Tourism." In *Hosts and Guests Revisited: Tourism Issues of the 21<sup>st</sup> Century*, pp 161-174, edited by Valene L. Smith and Maryann Brent. New York: Cognizant Communication Corporation.

#### 4. Culture & Tourism

Tourism Fact Sheets. "The Social and Cultural Impacts of Tourism." Town of Gawler. 8 Jan 2017.

<[http://vanweringh8.wikispaces.com/file/view/5\\_Gawler\\_Impacts\\_Tourism.pdf](http://vanweringh8.wikispaces.com/file/view/5_Gawler_Impacts_Tourism.pdf)>

Shackley, Myra. 1999. "Managing the cultural impacts of religious tourism in the Himalayas, Tibet and Nepal." In *Tourism and Cultural Conflicts*, pp. 95-110, edited by Mike Robinson and Pricilla Boniface. New York: CAB International.

Horne, Donald. 1992. "The National Tourism Showcase." *The Intelligent Tourist*, pp. 264-286. McMahons Point, NSW: Margaret Gee Publishing.

Cultural Tourism. UNESCO. 9 Jan 2017.<[http://portal.unesco.org/culture/en/ev.php-URL\\_ID=36700&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/culture/en/ev.php-URL_ID=36700&URL_DO=DO_TOPIC&URL_SECTION=201.html)>

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- Cultural Tourism. Cultural and Eco-tourism in the Mountainous Regions of Central Asia and in the Himalayas. UNESCO. Jan 2017.  
<[http://portal.unesco.org/culture/en/ev.php-URL\\_ID=1392&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/culture/en/ev.php-URL_ID=1392&URL_DO=DO_TOPIC&URL_SECTION=201.html)>
- 10 Benefits of Establishing a Local Historic District. 9 Jan 2017.  
<<https://savingplaces.org/stories/10-on-tuesday-10-benefits-of-establishing-a-local-historic-district#.WHPIQPkrKCg>>
5. Tourism, Terrorism and Natural Disasters
- “Terrorism terrorizes tourism: Indian tourism effacing myths?” Mukesh Ranga and Priyanka Pradhan. University of Palermo, Argentina. 11 Jan 2017.  
<<http://www.palermo.edu/economicas/cbrs/pdf/ijsth/5/paper2-Terrorism-terrorizes-tourism.pdf>>
- Impact of Natural Disasters on the Tourism Industry. 2 Jan 2014. 11 Jan 2017.  
<<http://tourismembassy.com/en/blog/tourismology-by-tourismembassy/impact-of-natural-disasters-on-the-tourism-industry>>
- “The Number: 45%.” 10 Jul 2013. The New Yorker. 11 Jan 2017.  
<<http://www.newyorker.com/online/blogs/newsdesk/2013/07/the-number-45.html>>
- “Danger in paradise: resurrecting tourism after natural disasters” 3 Jan 2012. The Conservation Media Group. 11 Jan 2017. <<http://theconversation.com/danger-in-paradise-resurrecting-tourism-after-natural-disasters-3827>>
6. Peace through Tourism
- “Tourism as a Driver of Peace.” World Travel and Tourism Council. 11 Jan 2017.  
<[http://www.wttc.org/-/media/files/reports/special-and-periodic-reports/tourism-as-a-driver-of-peace\\_report-summary---web.pdf?la=en](http://www.wttc.org/-/media/files/reports/special-and-periodic-reports/tourism-as-a-driver-of-peace_report-summary---web.pdf?la=en)>
- Newsletter June 2016. International Institute of Peace through Tourism. 11 Jan 2017.  
<<http://www.iipt.org/newsletter/2016/june.html>>
- Tomljenovic, Renata, and Faulkner, Bill. 2001. 11 Jan 2017. “[Tourism and World Peace: A Conundrum for the Twenty-first Century](#).” (pp 135-158).
- Var, Turgut and Ap, John. (1998). “Tourism and world peace.” In W.F. Theobald (Ed.) Global Tourism, 2nd edition, (pp. 44-57). Oxford: Butterworth Heinemann.
- Familiarization with web site. International Institute for Peace through Tourism. 11 Jan 2017. <<http://www.iipt.org/>>
7. Volunteer Tourism
- Familiarization with web site. Peace Corps. 11 Jan 2017. <<http://www.peacecorps.gov/>>
- McGehee, Nancy. “Volunteer Tourism: Sustainable Innovation in Tourism, or Just “Pettin’ the Critters”?” 11 Jan 2017.  
<[https://www.academia.edu/3065627/Volunteer\\_Tourism\\_Sustainable\\_Innovation\\_in\\_Tourism\\_or\\_just\\_Pettin\\_the\\_Critters](https://www.academia.edu/3065627/Volunteer_Tourism_Sustainable_Innovation_in_Tourism_or_just_Pettin_the_Critters)>
- Familiarization with web site. Global Volunteers. 11 Jan 2017.  
<<http://www.globalvolunteers.org/>>
- Familiarization with web site. Cross Cultural Solutions. 11 Jan 2017.  
<<http://www.crossculturalsolutions.org>>

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### 8. Backpacking, Hostelling & Independent Travel

Familiarization with web site. "Hostelling International USA." American Youth Hostels, Inc. 11 Jan 2017. <<http://www.hiusa.org/>>

"Global Code of Ethics for Tourism." Set of principles. World Tourism Organization. 11 Jan 2017. <<http://ethics.unwto.org/content/global-code-ethics-tourism>> Click on each principle for details.

Familiarization with web site. Hostel World. 11 Jan 2017. <<http://www.hostelworld.com>>

### 9. Sustainable Tourism & Ecotourism

Weaver, D. (2001). "Sustainable Tourism: Is it sustainable?" In B.Faulkner, G. Moscardo & E. Laws (Eds.), *Tourism in the Twenty-first Century: Reflections on Experience* (pp. 300-311).

Dowling, Ross and David Fennell. 2003. "The Context of Ecotourism Policy and Planning." In *Ecotourism Policy and Planning*. pp. 1 – 14. Edited by Fennell, David and Ross Dowling (Eds.). Cambridge, MA: CABI Publishing.

Brown Frances. "Environmental impacts." *Tourism Reassessed: Blight or Blessing?* Woburn, MA: Butterworth-Heinemann. 1998. 45 – 54.

Tourism. United Nations Environment Programme. 11 Jan 2017.

<<http://www.unep.org/resourceefficiency/Home/Business/SectoralActivities/Tourism/tabid/78766/Default.aspx>>.

"Fifth World Congress on Snow and Mountain Tourism" UNWTO. 11 Jan 2017.

<[http://cf.cdn.unwto.org/sites/all/files/pdf/190\\_in.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/190_in.pdf)>

"From Davos to Copenhagen and Beyond: Advancing Tourism's Response to Global Climate Change". UNWTO. (pp. 1 – 26). 11 Jan 2017.

<[http://sdt.unwto.org/sites/all/files/docpdf/fromdavostocopenhagenbeyonduwtopa\\_perelectronicversion.pdf](http://sdt.unwto.org/sites/all/files/docpdf/fromdavostocopenhagenbeyonduwtopa_perelectronicversion.pdf)>

WTTC "Mission" & "Tourism for Tomorrow" 11 Jan 2017

<<http://www.wttc.org/mission/>> & <<http://www.wttc.org/mission/tourism-for-tomorrow/>>

Familiarization with: Sustainable Coastal Tourism - An integrated planning and management approach. 11 Jan 2017.

<[http://www.unep.org/pdf/DTIE\\_PDFS/DTIx1091xPA-SustainableCoastalTourism-Planning.pdf](http://www.unep.org/pdf/DTIE_PDFS/DTIx1091xPA-SustainableCoastalTourism-Planning.pdf)>

Familiarization with website. The International Ecotourism Society. 11 Jan 2017.

<<http://www.ecotourism.org/>>



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### Assessment Rubric

Your final grade will be based on your score on the mid-term and final exams, homework and written assignments and your participation in team projects.

Active participation in the presentation of groups other than your own is encouraged.

