

GEORGE MASON UNIVERSITY
School of Recreation, Health & Tourism
TOUR 200—Introduction to Travel and Tourism
Summer 2017

DAY/TIME:	SUMMER (May 22-June 24)	LOCATION:	DE/Online
PROFESSOR:	Dr. Russ Brayley	EMAIL ADDRESS:	rbrayley@gmu.edu
OFFICE HOURS:	By Appointment	PHONE NUMBER:	703 993 4698

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. Identifies 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 areas 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

This course will provide students an opportunity to learn about the various aspects of the tourism industry. Students will engage in activities to provide learning opportunities such as a site visit and two in class presentations where they will serve as the destination manager and will need to analyze data, determine key target markets, determine site benefits and the impact the destination has on the tourist and the industry as a whole. As an introductory class, the material covered will be diverse to provide an overview of topics to be discussed in greater detail in future coursework.

NATURE OF COURSE DELIVERY-Online

REQUIRED READINGS

Weaver, D. W. & Lawton, L. (2009). *Tourism Management* (5th ed.) Milton, Qld: John Wiley & Sons Australia, Ltd.

EVALUATION*

	Points	Due Date
Weekly Discussions	75	
Exam #1	100	June 5-10
Site Visit Analysis	75	June 10
Final Presentation	100	June 20
Exam #2	100	June 19-24

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor’s note. All students are expected to keep a copy of their original work (i.e. Site Visit Analysis and Oral PowerPoint presentation and class handout).

**Refer to GMU Summer Exam Schedule to verify date of exam.

Grading Scale

The following scale will be used by the instructor as a guide for determining the final grade:

Grading Scale			
A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

COURSE OUTLINE

Please see attached course outline. Please note that this is only a rough outline and does not include articles which may be assigned. The order of this schedule may change to fit the needs of the class.

<p>Week One May 22-27</p> <p>Review Week 1 online</p> <p>Chapters 1, 2, and 3</p> <p>Respond to Week 1 discussion</p>	<p>Week Two May 29-June 3</p> <p>Review Week 2 online</p> <p>Chapters 4, 5 and 6</p> <p>Site Visit to be approved by June 4th</p> <p>Respond to Week 2 discussion</p>
<p>Week Three June 5-10</p> <p>Review Week 3 online</p> <p>Exam 1 due</p> <p>Site Visit Analysis Due - June 10th</p> <p>Respond to Week 3 discussion</p>	<p>Week Four June 12-17</p> <p>Review Week 4 online</p> <p>Chapters 7, 8 and 9 and 10</p> <p>Respond to Week 4 discussion</p>

<p>Week Five June 19-24</p> <p>Review Week 5 online</p> <p>Submit Presentation by June 20th.</p> <p>Exam 2 due</p> <p>Respond to Week 5 discussion</p>	
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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.



TOUR 200 Class Policies

Attendance – Regular online attendance is essential to your success in TOUR 200.

Site Visit Analysis – The class will be completing a site analysis that requires prior approval from Dr. Brayley. Please note that a late submission will NOT be accepted.

Weekly Discussion: Each week we will have a discussion element. These are important elements of the course and will aid in your understanding of the material. You must complete the weekly assignments and post a minimum of two comments to classmates per assignment to receive full credit. Responses and feedback are due within the assigned week, anything posted after that will not receive credit.

Final Presentation – The final presentation is meant to assist you in learning to research, review, interpret and present your information. You will need to access to a video recording device to record your presentation and post for the class to review.