

**George Mason University**  
**College of Education and Human Development**  
**Tourism and Event Management**

TOUR 210 A01- Global Understanding through Travel & Tourism  
3 Credits, Summer 2017  
Online

**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**

Below are the topics to be covered in TOUR210 Online. Description of Required Readings, Evaluation, Assignments, Projects, Exams, Course Policies, Expectations, and Tentative Course Schedule follow.

- I. History of Tourism & Introduction to the Global Tourism System
- II. Economic Impacts of Global Tourism
- III. Tourism Employment
- IV. Culture and Tourism
- V. Backpacking, Hostelling, & Independent Travel
- VI. Tourism and Natural Disasters
- VII. Tourism and Terrorism
- VIII. Peace through Tourism
- IX. Volunteer Tourism
- X. Sustainable Tourism and Ecotourism
- XI. The Intelligent Tourist

**Course Delivery Method**

This course will be delivered online (76% or more) using an asynchronous format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on May 22, 2017 9am.].

**Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class**

**meeting, such online participation requires undivided attention to course content and communication.**

### *Technical Requirements*

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students will need a headset microphone for use with the Blackboard Collaborate web conferencing tool. [Delete this sentence if not applicable.]
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download: [Add or delete options, as desire.]
  - Adobe Acrobat Reader: <https://get.adobe.com/reader/>
  - Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>
  - Apple Quick Time Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)

### *Expectations*

- Course Week:  
Because asynchronous courses do not have a “fixed” meeting day, our week will be split into 2 Units per week (because Summer Session A is condensed to 5 weeks). Units will run Sunday through Wednesdays and Wednesdays through Saturdays.  
Our course week will begin on the day that our synchronous meetings take place as indicated on the Schedule of Classes.
- Log-in Frequency:  
Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 3 times per Unit. Please note well: Students who log into the course Blackboard site and check their email for communication from the course instructor and classmates more frequently (particularly in regard to Discussions) tend to earn better grades in the course.
- Participation:  
Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence:  
Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues:

Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.

- Workload:

Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.

- Instructor Support:

Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.

- Netiquette:

The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.

- Accommodations:

Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

## **Learner Outcomes or Objectives**

This course is designed to enable students to do the following:

1. Discuss the impact of tourism on the global economy, as well as peripheral areas (e.g. developing nations and colonial territories).
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. Discuss the social impacts of global tourism, including acculturation, demonstration effect, religious tolerance, and political awareness.
4. Describe the ways in which tourism contributes to appreciation of cultural heritage and the international foundations of American society.
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 the cultural geography of at least one country other than the United States.
7. Visit other countries with an improved sense of host/guest relations, greater appreciation for the opportunities to expand learning about the world cultures, and a sense of diplomacy.

## **Professional Standards**

N/A

## Required Texts

\*\*See Reading | Listening | Viewing List in content area for each Weekly Unit on Course Blackboard site\*\*

## Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments**

See Course Schedule for due dates and relevant content areas on the Course Blackboard site for additional information.

Unit Participation: Required Readings, Pod Casts, Audios, Videos, PowerPoints, and other content can be found on the Course Blackboard site in the content area corresponding with each week of the course. Depending on the week, you may be required to read, listen, and/or watch the material. You may also be required to participate in a class Discussion about the material and/or submit a personal review of the material.

Discussion Participation: Each Unit has one or more associated Discussions based on the This Week in the Works Assignment and/or the other content assigned for the week. These Discussions can be located through the individual Units or the Discussions content area (button). Students must make at least one (1) substantive post and two (2) substantive comments to other classmate posts in a Discussion in order to receive credit for participation in that discussion. You are encouraged to make many more and truly participate in the Discussions.

Your Discussion Participation grade will be assessed at the culmination of the course. You cannot earn an A or an F on the basis of your participation in one Unit's Discussion. Nor can you earn an A by posting only the minimum number of posts and comments required to receive credit. You will be graded based on your participation in all the Discussions throughout the course Session.

This Week in the World Discussion Leader: This Assignment is to be completed in a Travel Reporter Team with a classmate, but with individual components. There is a synopsis of this Assignment after the Course Schedule and more details in the This Week in the World folder in the Assignments content area of the Course Blackboard site.

Solo Travel Reporter Project: This Assignment is to be completed individually as a Solo Travel Reporter. There is a synopsis of this Assignment after the Course Schedule and more details in the Solo Travel Reporter Project folder in the Assignments content area of the Course Blackboard site.

Mid-Term Exam: This exam will cover all course material from the start of the course. Additional information about the format, availability, and instructions will be provided in the Mid-Term Exam folder in the Assessments content area on the Course Blackboard site at least one (1) week prior to the exam.

Intelligent Tourist Semester Project: This Assignment is to be completed as a Solo Traveler or in in Virtual Travel Teams of up to three (3) students. There is a synopsis of this Assignment after the Course Schedule and more details in the Intelligent Tourist folder in the Assignments content area of the Course Blackboard site.

Final Exam: This exam will cover all course material from the start of the course. Additional information about the format, availability, and instructions will be provided in the Final Exam folder in the Assessments content area on the Course Blackboard site at least one (1) week prior to the exam.

Weekly & Discussion Participation.....	10%
<i>This Week in the World</i> Discussion Leader.....	10%
<i>Solo Travel Reporter Project</i> (Agency Report).....	20%
Mid-Term Exam.....	20%
<i>Intelligent Tourist Project</i> .....	20%
Final Exam.....	20%
Course Total	100%

- **Other Requirements**

Required Readings, Pod Casts, Audios, Videos, PowerPoints, and other content can be found on the Course Blackboard site in the content area corresponding with each week of the course. *Please note well: Throughout the course, the Instructor reserves the right to add to this content by the start of an upcoming week. Students should check the content area for the upcoming week to ensure they have read, listened to and/or watched all Required Weekly Content.*

- **Grading**

A+ = 97 - 100	B+ = 88 - 89	C+ = 78 - 79	D = 60 - 69
A = 94 - 96	B = 84 - 87	C = 74 - 77	F = 0 - 59
A- = 90 - 93	B- = 80 - 83	C- = 70 - 73	

## Professional Dispositions

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

## Class Schedule

The Course Schedule provides the topics and course work assignment due for each Unit. Full material for a given Unit's work can be found on the Course Blackboard site in the content area corresponding to that Unit.

### COURSE SCHEDULE

WEEKLY UNIT   DATE	TOPIC
1A   Sun, May 21 - Wed, May 24	<p>I. History of Tourism &amp; Introduction to the Global Tourism System This Week in the World Discussion</p> <p><b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b></p> <p><b>DUE by 11pm on Wednesday of this Weekly Unit:</b> for <u>Solo Travel Reporter Project</u> -&gt; submission of Agency choice; Personal Information Sheet; and Horne Reading Activity</p>
1B   Wed, May 24 - Sat, May 27	<p>II. Economic &amp; Employment Impacts of Global Tourism This Week in the World Discussion</p> <p><b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b></p> <p><b>DUE by 11pm on Saturday of this Weekly Unit:</b> for <u>Intelligent Tourist Semester Project</u> -&gt; submission of Virtual Travel partners and country selections (<b>ALL</b> partners must submit <b>INDEPENDENTLY</b>);</p>
2A   Sun, May 28 - Wed, May 31	<p>III. Culture and Tourism This Week in the World Discussion</p> <p><b>DUE by 11pm on Wednesday of this Weekly Unit:</b> Cannibal Tours Activity</p> <p><b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b></p>
2B   Wed, May 31 - Sat, June 3	<p>IV. Backpacking, Hostelling, and Independent Travel This Week in the World Discussion</p> <p><b>DUE by 11pm on Saturday of this Weekly Unit:</b> Endless Summer Activity</p> <p><b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b></p>

WEEKLY UNIT   DATE	TOPIC
3A   Sun, June 4 - Wed, June 7	<b>MID-TERM EXAM</b> <b>DUE: <i>Travel Project</i> (Agency Report) by 11pm on Wednesday of this Weekly Unit</b>
3B   Wed, June 7 - Sat, June 10	V. War, Terrorism, & Natural Disasters This Week in the World Discussion <b>DUE by 11pm on Saturday of this Weekly Unit:</b> Tourism & Terrorism Activity <b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b>
4A   Sun, June 11 - Wed, June 14	VI. Peace through Tourism This Week in the World Discussion <b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b>
4B   Wed, June 14 - Sat, June 17	VII. Volunteer Tourism This Week in the World Discussion <b>DUE by 11pm on Saturday of this Weekly Unit:</b> Volunteer Tourism Activity <b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b>
5A   Sun, June 18 - Wed, June 21	VIII. Sustainable Tourism and Ecotourism This Week in the World Discussion <b>**See Reading Listening Viewing List in content area for Week on Course Blackboard site**</b>
5B   Wed, June 21 - Sat, June 24	<b>FINAL EXAM</b> <b>DUE: <i>Intelligent Tourist</i> Travel Itinerary Project by 11pm on Saturday on this Weekly Unit</b>

**[PLEASE NOTE WELL: INSTRUCTOR RESERVES THE RIGHT TO ALTER THE SCHEDULE AS NECESSARY.]**

### 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/>).
- 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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- The Writing Center 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 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. 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://ssac.gmu.edu/make-a-referral/>.

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

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### **This Week in the World Discussion**

Look in the newspapers. Look in magazines. Look on the Internet. Look on television. Listen to NPR and PRI. Discussions about travel and tourism can be found all over the media: Where is everyone going (or not going)? Why are they going there (or not)? Who is getting what out of this mass movement of people out of their homes and across international borders? Who benefits and how do they benefit? Consider this phenomena from the perspectives of individual hosts and guests, corporations and countries. Where do you see concepts and issues from this course discussed in the media? Where do you see a lack of consideration of the concepts and issues from this course?

- ✓ You and a partner will each present to the class an article (including three (3) questions) from a **hard news source** which connects directly to the course topic for that week.
- ✓ You will lead a class discussion about the connection between your article / expose' / program and the course topic / issue. Ask questions. Present additional material. Encourage debate. Be creative. Make it fun!
- ✓ **One (1) Unit after your discussion**, you must submit a 500 - 750 word report articulating how the media selection you presented relates to and/or illustrates the course topic for the week and a summary of how your classmates responded to it in the Discussion.

Each Travel Reporting Team (of 2 students) will be assigned one (1) Unit during the semester to be Discussion Leaders. Travel Reporting Team assignments will be made by the Instructor and posted in the Assignments content area.

**Full description of This Week in the World can be found in the This Week in the World content area of the Course Blackboard site.**

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### **Solo Travel Reporter Project (AGENCY REPORT)**

Work as a 'Solo Travel Reporter' and research an agency from the list provided in the Travel Project section of the Course Blackboard site and write a 1,500 - 2,000 word report on the history and current operation of the organization and how it impacts or influences international travel in relation to at least four (4) course topics. (If you find that the agency does not impact or influence at least four (4) course topics, identify ones you believe it should and explicitly explain why.)

Submit your top three (3) agency selections **by 11pm at the end of Unit 01A.**

Submit your Travel Report **by 11pm at the end of Unit 03A.**

**Full description of the Solo Travel Reporter Project can be found in the Solo Travel Reporter content area of the Course Blackboard site.**

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## **Become an Intelligent Tourist: SEMESTER PROJECT**

- 1- Got it on your own as a Solo Traveler or find up to three (3) partners among your classmates to create a Travel Team.
- 2- Select a country on which to focus your project. No one on your team can have visited or lived in this country, or have a close friend or family member who have traveled to or lived in this country.
- 3- Submit yourself or up to three (3) Travel Team member names and top three (3) country selections **by 11pm at the end of Unit 01B**. *Please note well: Each member of the team must **individually** make this submission in order to ensure that all "Travel Team members are in agreement.*
- 4- Pick a theme for your trip. Conduct research. Use primary & secondary sources; include at least two (2) interviews.
- 5- Put together a detailed Itinerary which would enable a tourist to gain an understanding of the country, its culture, and its relationship to the world with a Write-Up. Include the transcript of your presentation in your Write-Up. Include your interviews in your Write-Up. Do not forget References.
- 6- Create a PowerPoint Presentation to show the class your itinerary and describe how your itinerary and trip accomplishes these goals. Include the transcript of your Presentation in your Write-Up. Do not forget References.
- 7- Post your Itinerary Presentation and Write-Up to the Course Blackboard site **by 11pm at the end of Unit 05B**.

**Full description of the Semester Project can be found  
in the Intelligent Tourist content area of the Course Blackboard site.**

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