

George Mason University
College of Education and Human Development
School of Recreation, Health, and Tourism

TOUR 210 SA1 Global Understanding Through Travel and Tourism
TOUR 362 SA1 Cultural and Environmental Interpretation
SPMT 440 SA1 Global Perspectives in Sport (3)
SPMT 551 SA1 Sport in the Global Marketplace (3)
Spring 2018

Faculty

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Prerequisites/Corequisites

SPMT 440: None
SPMT 201: Introduction to Sport Management and completion of 60 hrs (or permission of instructor).
TOUR 210: None
TOUR 362: PRLS 300 or PRLS 328 or TOUR 352 or Permission of the Instructor
SPMT 551: Graduate Status or permission of instructor. Dept. permission for any undergraduates

University Catalog Course Description

SPMT 440

This course is an interdisciplinary examination of sport as a global phenomenon. Historical, cultural, economic and governance perspectives are considered.

SPMT 551

Explores sport business internationally including the production and consumption of professional and Olympic-linked sports and the impact of globalization on sport. Offered by Recreation, Health & Tourism. May not be repeated for credit.

TOUR 210

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.

TOUR 362

Focuses on communication processes and practices used by professionals to explain and interpret special characteristics of cultural and environmental resource sites for visitors. Discusses conceptual principles for planning interpretive programs, as well as techniques for analyzing and disseminating information and entertainment through various media. Examines delivery of interpretive messages across a variety of audiences, strategies for programming interpretive services, and the administration and evaluation of interpretive services at tourism, event, and recreation sites.

Course Overview

The learning experiences in this course are afforded through assignments, seminar discussions, readings, film and video material. The course relies on participatory dialogue as well as individual & collaborative learning.

Field trips to cultural, historic, and event tourism venues will provide the students a hands-on learning opportunity to analyze tourism as a global industry within the context of the tourism in Korea.

The following requirements reflect the demands of the course. Students will be expected to respect the following policies:

- 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.
- All assigned readings for each week are to be completed prior to class.
- Students will abide by the Mason Honor Code, guided by the spirit of academic integrity.
- No grades or discussion of grades or grade appeals will be carried out over email due to its impersonal nature and security issues. Students can discuss their grades with the instructor over the phone or in person.
- There will be no make-up assignments given without a valid university excuse. The instructor should be notified 24 hours in advance. The excuse must be written and documented.
- Arrangements for approved make-up assignments should be initiated by the student with the instructor.

Course Delivery Method

This course will be delivered online and in person.

Expectations

- Blackboard and Email: 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.
- 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.
- Attendance: Students are expected to attend class on time and also having finished the assigned readings for that class.

Learner Outcomes or Objectives

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

1. Analyze and understand the history and cultural significance of international sport and tourism.
2. Examine the role of sport and tourism in global politics.
3. Examine how global politics impacts international sport operations and international tourism.
4. Explore sport/tourism based cultures in societies outside the United States.
5. Examine the various models of sport/tourism organization and governance internationally.
6. Explore the role of the media in international sport and tourism.
7. Examine the ways in which international sport/tourism is managed and marketed.
8. Understand the role of sport/tourism in economic development.
9. Demonstrate the development of intercultural competencies
10. Explore individual and collective responsibilities within a global society through analytical, practical, or creative responses to problems or issues, using resources appropriate to the field.
11. Identify and articulate one's own values and how those values influence their interactions and relationships with others, both locally and globally.

Professional Standards

Not applicable.

For graduate students: Commission of Sport Management Accreditation (COSMA)

Upon completion of this course, students will have met the following professional standards:

Courses offered in the Sport and Recreation Studies (SRST) graduate program are guided by the principles of COSMA. COSMA (2016, p. 1) “bases its accrediting process on principles, rather than standards.” The eight recommended principles are:

- outcomes assessment;
- strategic planning;
- curriculum;
- faculty;
- scholarly and professional activities;
- resources;
- internal and external relationships; and
- educational innovation.

For more information, please see:

Commission of Sport Management Accreditation. (2016, May). Accreditation principles manual & guidelines for self-study preparation. Retrieved November 30, 2016 from <http://www.cosmaweb.org/accreditation-manuals.html>

Required Texts:

1. Foer, Franklin (2010). *How Soccer Explains the World: An Unlikely Theory of Globalization*. New York, NY: HarperCollins Publishers.
2. Kuper, Simon (2006). *Soccer Against the Enemy: How the World's Most Popular Sport Starts and Fuels Revolutions and Keeps Dictators in Power*. New York, NY: Nation Books.
3. Beck, Cable, Knudson (2018). *Interpreting Cultural and Natural Heritage*. Urbana, IL: Sagamore Publishing.

Suggested text:

1. James Hoare (2010). *Korea – Culture Smart!* New York, NY: Kuperad

Other required readings may be distributed in class or on Blackboard.

Course Performance Evaluation

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

• Assignments/Examination (SPMT 440, SPMT 551)	% of Grade
Final Exam:	35
Class Attendance and Participation:	30
Assignments, Quizzes, Projects	10
Global Sport Powerpoint Research Project:	25

Total 100

• **Assignments / Examination (TOUR210/TOUR362)** **% of Grade**

Final Exam:
The exam will be comprehensive and will include short answer and essay questions. 25

This week in the world Discussion/Presentation, Class Attendance and Participation:
Students are required to find an article that demonstrates current issue/trend of international tourism, complete 2-page paper, and lead a class discussion about the connection between your article and the course topic/issue. Students are required to attend every class and also expected to actively participate in classroom discussion in an informed and intelligent manner. 50

Global Tourism Policy Paper:
Students are expected to write a 10 page paper describing tourism policy in a country of their choice in Asia that highlights historical, political, economic, tourism and social consequences/perspectives through tourism. Instructions provided. 25

Total 100

• **Grading**

The final grade in percentage terms will be converted to a letter grade per the following scale:

A+ = 98-100%	B+ = 88-89%	C+ =78-79%	D = 60-69%,
A = 94-97%	B = 83-87	C =73-77%	
A- = 90-93%	B- = 80-82%	C- =70-72%	F = <60%

For graduate students, grades will be reported as A+, A, A-, B-, B, B-, C, and F.

Professional Dispositions

See <https://cehd.gmu.edu/students/polices-procedures/>

Class Schedule

Class Weekday Date	Courses / Topics	Assignments / Readings
1 Mon. Feb 12	SPMT: Intro to Human Behavior, Culture, and Management, Europe 1 (Arkan’s Story) TOUR: Introduction to the Global Tourism System	Check Blackboard for specific assignments HSETW, CH. 1
2 Tues. Feb 13	SPMT: Intro to Human Weaknesses, Europe 2 – United Kingdom Tour: Economic Impacts of Global Tourism	Check Blackboard for specific assignments HSETW, Ch. 2 & Ch. 4
3 Wed. Feb 14	<i>Field Trip 1: Seoul - 1988 Olympic Games Site & Lotte World Theme Park</i>	Check Blackboard for specific assignments

4 Thurs. Feb 15	SPMT: Europe 3 – Germany, Italy TOUR: Culture and Tourism	Check Blackboard for specific assignments SATE Ch. 3 HSETW Ch. 7
5 Fri. Feb 16	SPMT: Europe 4 – Spain TOUR: Tourism and Natural Disasters	Check Blackboard for specific assignments HSETW Ch. 8 SATE CH. 10
6 Mon. Feb 19	SPMT: Latin America – Brazil TOUR: Tourism and Terrorism	Check Blackboard for specific assignments HSETW Ch. 5 SATE Ch. 17
7 Tues. Feb 20	<i>Field trip 2: PyeongChang - Winter Olympic Sites including attending an Ice Hockey Match, Olympic Broadcasting Center, and Olympic Org. Comm.</i>	Check Blackboard for specific assignments
8 Wed. Feb 21	<i>Field trip 2: Continued</i>	Check Blackboard for specific assignments
9 Thurs. Feb 22	SPMT: Africa - Cameroon TOUR: Sustainable Tourism and Ecotourism	Check Blackboard for specific assignments SATE: Ch 12 & 13
10 Fri. Feb 23	SPMT: Middle East – Iran TOUR: Principles of Interpretation 1	Check Blackboard for specific assignments HSETW Ch. 9 SATE Ch. 21
11 Mon. Feb 26	SPMT: North America – U.S.A. TOUR: Foundations of interpretation	Check Blackboard for specific assignments HSETW Ch. 10 SATE Ch. 15
12 Tues. Feb 27	<i>Field Trip 3: TBD</i>	Check Blackboard for specific assignments
13 Wed. Feb 28	SPMT: Asia 1 – India, China TOUR: Tourist Signs and Exhibits	Check Blackboard for specific assignments
14 Thur. Mar. 1	SPMT: Asia 2 - Japan TOUR: Living History: Historical and cultural interpretation	Check Blackboard for specific assignments
15 Fri. Mar. 2	SPMT/TOUR: Asia 3 – South Korea presentations	Students will present group projects (directions will be posted) in class.

Faculty reserves the right to alter the schedule as necessary, with notification to students. A potential Saturday field trip may be added to the program.

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 or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.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/>.

