

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

**TOUR 210 A01 – Global Understanding through Travel and Tourism**  
**3 Credits, Summer 2018**  
**Online**

**Faculty**

Name: Dr. Linda J. Ingram  
Office Hours: By Appointment  
Office Location: Program Office - 10890 George Mason Circle, Bull Run Hall, Suite 220,  
MSN 4E5, Manassas, VA 20110  
Office Phone: Please email to schedule an appointment  
Email Address: [lingram5@gmu.edu](mailto:lingram5@gmu.edu)

**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**

Travel and tourism is one of the world's leading industries, and it is often seen as a major force for economic development. The purpose of this course is to broaden students' global understanding by introducing students to the basic elements and concepts of travel and tourism. The focus of this course is on the social science of tourism, namely the geography, economics, psychology, history, and physical development of tourism, as well as the industry's positive and negative social, cultural, economic, and physical impacts in destination communities throughout the world. The objective is threefold: to encourage a collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as 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 view all class lectures, actively participate in class discussions, complete blogs, and fulfill all assignments. Assignments must be turned in at the specified time and date due via Blackboard or no credit will be given. Detailed information about course rules, course requirements and evaluation will be provided in the course syllabus and on the course website.

## 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 20, 2018.

**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 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:
  - 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 start on Monday, and finish on Sunday.
- 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 three (3) times per week.
- 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. As the instructor is not on a Mason campus, meetings can be scheduled 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 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; and
6. 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.

## **Required Text**

Charles R. Goeldner and J.R. Brent Ritchie (2012). *Tourism: Principles, Practices, Philosophies*, 12th edition. Hoboken, NJ: John Wiley and Sons.

## Course Performance Evaluation

Students are expected to submit all assignments on time through Blackboard and email a copy of the research paper to the instructor at the time of submission. **ALL ASSIGNMENTS SUBMITTED TO BLACKBOARD MUST BE IN WORD. ANY ASSIGNMENT NOT SUBMITTED IN WORD WILL NOT BE ACCEPTED. No late work will be accepted.**

- **Assignments**

This course will be graded on a percentage system. There are 4 grading requirements, namely: (1) 5 quizzes (2) 2 discussion board exercises; (3) 3 geography quizzes; and (4) a research paper. **Late work is not accepted.** Each requirement is briefly introduced below, with detailed guidelines available on Blackboard under COURSE INFORMATION. Please contact the instructor if you have questions about any assignment.

1. **Weekly quizzes:** At the end of each module, you will be required to complete a 10-point multiple choice quiz based on the reading assignments and the lectures. These quizzes are timed (15 minutes) and you are allowed one attempt at each quiz. Therefore, you are encouraged to study the materials before starting the quiz (Plan on a minimum of an hour study time before each quiz.). There are 5 modules, therefore, 5 quizzes. Students are encouraged to take the quizzes well in advance of the Sunday, 11:59pm deadline.
2. **Discussion Board Exercises:** There will be 2 discussion board exercises that will involve the participation of your fellow classmates, each worth 5% of your final grade. Discussion board exercises will be available for one week and address topics that are at the heart of this course. You will be graded on your level of insight and effort. Further details can be found under COURSE INFORMATION.
3. **Geography Quizzes:** Working in the travel and tourism industry requires knowledge of global geography. There will be 3 online geography quizzes, each with 10 questions, where students will be required to identify various regions, countries, states, and provinces on maps. The areas for each quiz are listed below and maps are included under COURSE INFORMATION. *It is the student's responsibility to learn these geographical locations as they will not be included in the online lectures.*

**The First Quiz:** North America: All U.S. states (+D.C.), all Canadian provinces/territories. Central America: Mexico, Belize, Honduras, Costa Rica, Panama. West Indies & Caribbean: Bahamas, Cuba, Cayman Islands, Jamaica, Haiti, Barbados, Puerto Rico, Virgin Islands, Aruba

**The Second Quiz:** South America: Venezuela, Ecuador, Peru, Brazil, Chile, Argentina  
Western Europe: All countries: Scandinavia (Iceland, Norway, Sweden, Finland, Denmark), Greenland, Republic of Ireland, United Kingdom (England, Wales, Scotland, Northern Ireland), Portugal, Spain, France, Belgium, Netherlands, Luxembourg, Germany, Switzerland, Liechtenstein, Italy, Austria Eastern Europe: Poland, Czech Republic, Slovak Republic, Hungary, Greece, Russia

**The Third Quiz:** Asia: Turkey, Saudi Arabia, Israel, India, Thailand, China, Taiwan, Hong Kong, Japan, South Korea, Viet Nam, Singapore, Philippines, Malaysia, Indonesia  
 Australia: Australia, New Zealand Pacific Islands: Solomon Islands, Fiji, American Samoa, Guam, Tahiti Africa: Morocco, Egypt, Kenya, Tanzania, Mozambique, Zambia, Zimbabwe, S. Africa

- 4. Research Paper:** You are required to research a topic of your choice related to the socio-cultural and environmental aspects of global tourism. The paper must be submitted via SafeAssign and emailed to the instructor. Detailed research paper instructions are available on Blackboard under COURSE INFORMATION. Please contact the instructor if you have any questions. **The paper is due by June 24 at 11:59pm.** No late work will be accepted, so please plan accordingly.

*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.*

- ❖ Phase 1 – Submit a topic for approval by the instructor (required) no later than 5/27 at 11:59 p.m. This step is necessary as each student’s paper must be unique. No duplicate topics will be accepted. Any submitted paper that has not received topic approval will not be accepted.
  - Detailed guidelines for topic approval are available on Blackboard under COURSE INFORMATION.
- ❖ Phase 2 – Submission
  - A final draft of the paper will be submitted, formatted, and include all subject material, references and be appropriately cited in APA style, in accordance with the instructions provided under COURSE INFORMATION. *It is the responsibility of the student to read and use the instructions on Blackboard, make sure the assignment is uploaded to Blackboard as a Word document and a copy emailed to the instructor at the time of submission.*

**Other requirements:** If a student fails to meet a deadline for submitting an assignment or completing a quiz or discussion board, a documented excused absence will be required in order to make up the work. There are no exceptions to this requirement for any reason.

## Grading

This course will be graded on a percentage system. **Late work will not be accepted.**

<b>Requirements</b>	<b>Percentage</b>
Online Quizzes (5 X 10%)	50
Discussion Board Exercises (2 X 5%)	10
Geography Quizzes (3 X 5%)	15
Research Paper	25
<b>TOTAL</b>	<b>100</b>

## Grading Scale

A+ = 98% - 100%	B+ = 88% - 89%	C+ = 78% - 79%	D = 60% - 69%
A = 94% - 97%	B = 84% - 87%	C = 74% - 77%	F = 59% & below
A- = 90% - 93%	B- = 80% - 83%	C- = 70% - 73%	

## Professional Dispositions

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

**Class Schedule – Each module can be found on Blackboard.**

### PROPOSED CLASS SCHEDULE

WEEK	WEEKLY MODULES	TOPICS	READINGS	ASSIGNMENTS AND ACTIVITIES DUE
Week 1 5/21-5/27	MODULE 1	Course Introduction/ Overview of Tourism	<b>Welcome to TOUR 210</b> <b>Course Syllabus</b> <b>Research Paper</b> <b>Topic Submission</b> <b>Chapters 1, 2, &amp; 12</b>	Watch PowerPoint Lecture Quiz 1 due by 5/27 at 11:59pm. Research paper topic submission email due to instructor by 5/27 at 11:59pm.
Week 2 5/28-6/3	MODULE 2	Economic and Socio-cultural Impacts	<b>Writing Your Research Paper</b> <b>Chapters 10, 11 &amp; 14</b>	Watch PowerPoint Lecture Quiz 2 due by 6/3 at 11:59pm. Geography quiz 1 due by 6/3 at 11:59pm. Discussion Board I responses due by 6/3 at 11:59pm.
Week 3 6/4-6/10	MODULE 3	How Tourism is Organized, Part I	<b>Chapters 4, 5, 6</b>	Watch PowerPoint Lecture Quiz 3 due by 6/10 at 11:59pm. Geography quiz 2 due by 6/10 at 11:59pm.
Week 4 6/11-6/17	MODULE 4	How Tourism is Organized, Part II	<b>Chapters 7, 8, 15</b>	Watch PowerPoint Lecture Quiz 4 due by 6/17 at 11:59pm. Geography quiz 3 due by 6/17 at 11:59pm. Discussion Board II responses due by 6/17 at 11:59pm.
Week 5 6/18-6/24	MODULE 5	Planning, Challenges and Prospects	<b>Chapters 16, 17, 20</b>	Watch PowerPoint Lecture Quiz 5 due by 6/24 at 11:59pm. Research paper due by 6/24 at 11:59pm.

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

## 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/>).

### *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/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

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