

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

TOUR 311 C01 – Women in Tourism  
3 Credits, Summer 2018  
Online

**Faculty**

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Semester Dates: Jun 25, 2018 - Jul 28, 2018

**Prerequisites/Corequisites**

None

**University Catalog Course Description**

Focuses on women as hosts and guests. Using social theory, explores issues regarding the history and evolution of tourism as a gendered system. Addresses family, solo and business travel, and employment, taking into consideration issues related to more and lesser developed countries as they relate to the roles of women in international tourism.

**Course Overview**

Instructional techniques will include i) lectures, ii) directed readings, iii) essay assignments, iv) discussion board forums, v) blog entries, vi) a Case Study paper and presentation, vii) a midterm examination, and viii) a final examination.

**Course Delivery Method**

This course will be delivered online (76% or more) using an asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available no later than Sunday, June 3, 2018, at 10 p.m.

**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 standard up-to-date browsers. To get a list of Blackboard's supported browsers see:

[https://help.blackboard.com/Learn/Student/Getting\\_Started/Browser\\_Support#supported-browsers](https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#supported-browsers)

To get a list of supported operation systems on different devices see:

[https://help.blackboard.com/Learn/Student/Getting\\_Started/Browser\\_Support#tested-devices-and-operating-systems](https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#tested-devices-and-operating-systems)

- 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://support.microsoft.com/en-us/help/14209/get-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.  
*\*Please note that while there are weekends included in the module dates, enough weekdays have been included consistent with the turnaround time for this short, intensive, summer session.*
- 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 2 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. 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:

- Describe the history and evolution of international tourism from a gender perspective;
- Articulate the social theory through which the gendered nature of tourism can be examined;
- Discuss the manner in which travel and travel advertising contributes to the gendered nature of tourism;
- Describes what motivates women to travel and how this is influenced by culturally specific expectations associated with personal, family and employment roles;
- Articulate multiple perspectives in the on-going discussions about the impacts of tourism employment on women's lives, including differences between opportunities in more or lesser industrialized nations;
- Discuss the controversies surrounding sex tourism and prostitutions as it impacts hosts and guests; and
- Defend the importance of healthy and intelligent interaction between hosts and guests to the future of international tourism.

## Required Texts

Swain, M. B. & Momsen, J. H. (Eds.). (2002). *Gender/Tourism/Fun (?)*. New York: Cognizant Communication Corporation.

### Additional Readings

- Additional readings will be made available, as needed, through the Reserve (or E-Reserve) at the Fenwick (Fairfax campus) and/or Mercer (Prince William campus) Libraries; or posted on Blackboard (9.1); or distributed in class.
- Students will also be asked to do searches for journal articles, as well as internet articles, for discussions and assignments.

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

<b>Assignments</b>	<b>% points</b>
<b>Examination 1</b> --Examination 1 will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from the beginning of the semester to the date of the review for the examination. Questions will be in the form of Multiple Choice questions, OR True-or-False statements, OR Short Essay questions, OR a combination of two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions.	20%
<b>Examination 2</b> --Examination 2 will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from Examination 1 to the date of the review for the Examination 2. However, information from before the Examination 1 may be included. Questions will be in the form of Multiple Choice questions, OR True-or-False statements, OR Short Essay questions, OR a combination of two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions.	20%
<b>Examination 3</b> --Examination 3 will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from Examination 1 to the date of the review for the Examination 3. However, information from before the Examination 1 and 2 may be included. Questions will be in the form of Multiple Choice questions, OR True-or-False statements, OR Short Essay questions, OR a combination of two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions.	20%
<b>Quizzes</b> --Students will be expected to take four (4) quizzes based on the textbook, lecture notes, and other material covered in class and through assignments. Quizzes will be taken on Blackboard and will be timed. Quiz questions will be in the form of Multiple Choice questions, OR True-or-False statements, OR Short Essay questions, OR a combination of the different formats. The time allotted will depend on the type(s) and/or number of questions.	20%

Participation - Participation points will be scored based on students' active participation in weekly assignments reflected through written responses on Discussion Board forums, and also Blog entries, as well as other assigned weekly assignments. Students will be informed of how many participation points each activity/assignment is worth. ONLY responses that are submitted, when they are due, will receive the points.	20%
TOTAL	100%

## ASSIGNMENT DESCRIPTIONS

### Weekly Assignments

-- Each week students will be required to complete one or more assignments that fall in the following categories:

- Discussion Board posts (including comments on fellow students' posts, where applicable)
- Blog Entries (including comments on fellow students' entries, where applicable)
- Directed Readings
- Quizzes
- Other Assignments

### APA Style Format

- Students must use the APA Style format for all applicable assignments.
- Students may refer to: <https://owl.english.purdue.edu/owl/resource/560/01/>, for APA resources.

### Quizzes

- Students will have to complete four (4) quizzes.
- Quizzes will be given through Blackboard, and will be timed.
- **There will be NO MAKE-UP QUIZZES, once the deadline has passed.**
- Quiz questions will be in the form of Multiple Choice questions OR True-or-False statements, OR a **combination** of the both. The time allotted will depend on the type(s) and/or number of questions.
  - **Note:** Some of the questions from the quizzes may be included in the exams.
  - **Students must note, however, that they will only have access to the quizzes they attempt.**
    - *The Professor **will not** be able make the questions and answers from a quiz available to students if they do not attempt the particular quiz. **It will be in students' best interests to attempt all quizzes.***

### Examinations

- **Examination 1** will be completed on the date indicated on the Tentative Course Schedule section of the syllabus. The exam will include information from the text, course slides, lecture notes, and any other source(s) indicated by the Professor, covered from the beginning of the semester to the date of the exam.
- **Examination 2** will be completed on the date indicated on the Tentative Course Schedule section of the syllabus. The exam will include information from the text, course slides, lecture notes, and any other source(s) indicated by the Professor, covered from Examination 1 to the

date of Examination 2. **However, information from before the Examination 1 may be included, if deemed necessary.**

- **Examination 3** will be completed on the date indicated on the Tentative Course Schedule section of the syllabus. The exam will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from Examination 2 to the date of Examination 3. **However, information from before the Examination 1 and 2 may be included, if deemed necessary.**
- The questions for all examinations will be in the form of *Multiple Choice* questions, OR *True-or-False* statements, OR *Short Essay* questions, **OR** a combination of two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions.
- Only absences resulting from documented emergency situations will be **considered** for make-up opportunities for either the Midterm or Final Examination, **only**, and will be handled on a case-by-case basis.
- **Grading**

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			

## Professional Dispositions

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

Students are expected to exhibit professional behaviors and dispositions at all times, as well as adhering to all Course Policies provided.

## Class Schedule

DATES	TOPICS/ACTCIVITIES/ASSIGNMENTS	READINGS
Module 1 6/25 – 7/1	<p><b>Meet and Greet'</b></p> <ul style="list-style-type: none"> <li>• Course and Blackboard overview</li> </ul> <p><b>Chapter 1 - Introduction to Women and Tourism</b></p> <ul style="list-style-type: none"> <li>• Reading(s) and Lecture</li> </ul> <p><b>Introduction to Social Theory</b></p> <ul style="list-style-type: none"> <li>• Reading(s) and Lecture</li> </ul> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Introductions Blog, <b>due 6/28/18, at 11:59 p.m.</b></li> <li>• Module 1 Discussion Board Assignment:               <ul style="list-style-type: none"> <li>○ Initial post, <b>due 6/28/18, at 11:59 p.m.</b></li> <li>○ Comment on two (2) classmates' posts, <b>due 7/1/18 at 11:59 p.m.</b></li> </ul> </li> <li>• Quiz #1, <b>due 7/1/18, at 11:59 p.m.</b></li> </ul>	Chapter 1 Additional Reading: TBA

<p>Module 2 7/2 – 7/8</p>	<p><b>Chapter 2 - Women as Tourists Traveling as Couples, with Family, with Friends</b></p> <ul style="list-style-type: none"> <li>• Reading(s) and Lecture</li> </ul> <p><b>Women Tourists Traveling Solo</b></p> <ul style="list-style-type: none"> <li>• Reading(s) and Lecture</li> </ul> <p><b>Chapter 3 – Does Age Really Matter?</b></p> <ul style="list-style-type: none"> <li>• Reading(s) and Lecture</li> </ul> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Module 2 Discussion Board Assignment: <ul style="list-style-type: none"> <li>○ Initial post, <b>due 7/5/18, at 11:59 p.m.</b></li> <li>○ Comments on two (2) classmates' posts, <b>due 7/8/18 at 11:59 p.m.</b></li> </ul> </li> <li>• Quiz #2, <b>due 7/8/18, at 11:59 p.m.</b></li> </ul>	<p>Chapter 2 Chapter 3 Additional Reading: TBA</p>
<p><b>***EXAMINATION 1***</b> <b>7/8/18 – 7/12/18 (at 11:59 p.m.)</b></p>		
<p>Module 3 7/11 – 7/15</p>	<p><b>Chapter 5 – Women Tourists and Magazines</b></p> <ul style="list-style-type: none"> <li>• Reading(s) and Lecture</li> </ul> <p><b>Chapter 6 – Motivations for Women Tourists</b></p> <ul style="list-style-type: none"> <li>• Reading(s) and Lecture</li> </ul> <p><b>Chapter 7 – Women and the Tourism Industry</b></p> <ul style="list-style-type: none"> <li>• Reading(s) and Lecture</li> </ul> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Module 3 Discussion Board Assignment: <ul style="list-style-type: none"> <li>○ Initial post, <b>due 7/12/18, at 11:59 p.m.</b></li> <li>○ Comments on classmates' posts, <b>due 7/15/18 at 11:59 p.m.</b></li> </ul> </li> <li>• Quiz #3, <b>due 7/15/18, at 11:59 p.m.</b></li> </ul>	<p>Chapter 5 Chapter 6 Chapter 7 Additional Reading: TBA</p>
<p><b>***EXAMINATION 2***</b> <b>7/15/18 – 7/19/18 (at 11:59 p.m.)</b></p>		
<p>Module 4 7/18 – 7/22</p>	<p><b>Impacts of Tourism on Women</b></p> <p><b>Chapter 13 – Gender Differences in Perceptions of Impacts</b></p> <ul style="list-style-type: none"> <li>• Reading(s) and Lecture</li> </ul> <p><b>Chapters 15 &amp; 16 – Women and Sex Tourism</b></p> <ul style="list-style-type: none"> <li>• Reading(s) and Lecture</li> </ul> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Module 4 Discussion Board Assignment: <ul style="list-style-type: none"> <li>• Initial post, <b>due 7/19/18, at 11:59 p.m.</b></li> <li>• Comments on classmates' posts, <b>due 7/22/18, at 11:59 p.m.</b></li> </ul> </li> <li>• Quiz #4, <b>due 7/22/18, at 11:59 p.m.</b></li> </ul>	<p>Chapter 13 Chapter 15 Chapter 16 Additional Reading: TBA</p>
<p><b>***EXAMINATION 3***</b></p>		

**7/23/18 – 7/28/18 (at 11:59 p.m.)**

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

**\*\*\*\*Please note that while there are weekends included in the module dates, enough weekdays have been included consistent with the turnaround time for this short, intensive, Summer session.**

### **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 <https://catalog.gmu.edu/policies/honor-code-system/> ).
- 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 silence all sound emitting devices 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/>.



- 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/> .**