GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
Hospitality, Tourism and Event Management

TOUR 340 (001)—Sustainable Tourism
3 credit, Fall 2018
MW 3:00 – 4:15 p.m., Robinson B201

FACULTY
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PREREQUISITES
TOUR 200

COURSE DESCRIPTION
Considers the characteristics of environmentally, economically, and socioculturally sustainable tourism, and assesses the possibilities and limitations for its implementation in a variety of destination and product settings. Emphasizes conventional "mass" tourism as well as small-scale "alternative" tourism.

Designated a Green Leaf Course.

COURSE OVERVIEW
This is an upper-level course in tourism and events management. It will require the use of information derived from: lecture/textbook material; general print and online library resources; and external data sources. The course is also delivered in a variety of waysincluding lecture presentations, in class presentations, reflective activities, peer reviews, research groups, and writing assignments. The objective is threefold: to encourage collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as I am; 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 attend all class sections, actively participate in class discussions, complete in-class or take-home exercises 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 separately in class.

COURSE DELIVERY METHOD
Lecture Format - 100% Face-to-Face

LEARNER OUTCOMES AND COURSE OBJECTIVES
This course is designed to enable students to do the following:
1. Summarize sustainability and its relevance to tourism
2. Demonstrate an awareness of good practice in sustainable tourism management.
3. Analyze the economic, environmental, and socio-cultural contexts of sustainable tourism.
4. Evaluate the principles of sustainable tourism in relation to tourism impacts.
5. Assess the practical application of sustainable tourism principles.
6. Compare and contrast differences in and rationale for conventional "mass" tourism versus "alternative tourism."

7. Identify and interpret current trends in community involvement in tourism planning and development.
8. Evaluate and explain the challenges and opportunities encountered in implementing sustainable tourism management principles in such subsectors as accommodation, transportation, and tour operations.

REQUIRED TEXTS

Swarbrooke, D. B. (1999), Sustainable Tourism Management. Wallingford: CABI International.

COURSE PERFORMANCE EVALUATION

This course will be graded on a point (and <u>NOT</u> on a percentage) system, with a total of 250 possible points. There are 4 grading requirements, namely: (1) participation; (2) group video presentation; (3) research paper; and (4) on-line quizzes. All assignments must be submitted on Blackboard. Each requirement is briefly introduced below. **Late work will not be accepted in this class.**

1. Participation (40 points) includes:

A. **In-class discussion presentation**: Each student will be required to present a 5-minute topic of their choice to the class and lead the class in a discussion about their topic. While your assigned date will coincide with the assigned date of others in your group, **this is an individual activity**, so that on each week, each member of the group will present their discussion. For example, during week 3, each member of group 1 will be required to present their individual discussion topic. All students not in group 1 will be required to actively participate in the class discussion. (10 points)

B. **Peer review of final group projects**: All final group projects are peer graded by the members of this class. You will be sent a SurveyMonkey link prior to the start of final group projects presentations. You are responsible for viewing all group projects presentations and submitting your grades via the SurveyMonkey link on the day you view the presentation. Attendance will be mandatory on these days. (10 points)

C. **Class attendance:** You are required to attend class. Excused absences will require a note from a qualified professional. (10 points)

D. **In-class participation**: This course requires extensive discussion about the subject material. Therefore, you are expected to speak in class, share your thoughts on the subject material and participate in group discussions. (10 points)

2. Quizzes (100 points)
At the end of each module, you are required to complete a 10-point quiz based on both the reading assignments and the lectures. These quizzes are timed (20 minutes) and you are allowed one attempt at each quiz. Therefore, you are encouraged to study the materials before starting the quiz. There are 11 modules, therefore, 11 quizzes. The lowest score will be dropped resulting in 10 graded quizzes.

3. Final group video projects (40 points):
By the end of the second week of the semester you will be assigned to a group. Each group is required to prepare and present a 7-minute video highlighting "why sustainability is important in Hospitality, Tourism and Event Management". No formal written paper is required, but the videos must be uploaded on blackboard (1 per group). Group presentations are graded in two formats. A score out of 20 points will be determined by the class through an anonymous SURVEYMOKEY link. The other score out of 20 points will be determined by your group members. The project guidelines and grading rubric are available in Blackboard under the ASSIGNMENTS section. **Group videos are due 12/2/2018 at 11:59pm.**

4. **Research paper** (70 points):
You are required to research a topic of your choice related to tourism and sustainability. The paper will be submitted in three separate phases via SafeAssign. The research paper guidelines are available in Blackboard under the ASSIGNMENTS section. **Safeassign is designed to detect plagiarism. Plagiarized papers will not be graded.**

Note: SafeAsasign will 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. Please check the due dates for each phase.

Phase 1 – Abstract and outline:
- An abstract of 100 words will concisely describe the topic to be covered, the general arguments and the conclusion that the paper will draw.   The outline will consist of the topic sentences for each paragraph to be included in the paper.
- Total points for abstract and outline – 10 points

Phase 2 – First Draft
- A first draft of the paper will need to be submitted. It should be formatted as if it were the final paper and include all subject material, references and be appropriately cited.
- Total points for first draft – 20 points

Phase 3 – Final Draft
- Total points for final draft – 40 points

Other Requirement
Students are expected to attend class and participate in class discussions. Failure to do so may result in a reduced grade.

Requirements	Points
Group Video Projects	40
Participation	40
- Class discussion presentation (10 points)	
- Attendance (10 points)	
- In class participation (10 points)	
- Grading of group projects (10 points)	
Research Paper	70
- *Abstract and Outline (10 points)*	
- *Draft (20 points)*	
- *Final (40 points)*	
Weekly Quizzes (lowest quiz score will be removed)	100
TOTAL	250

Grading Scale

A+	=	242 – 250	B+	=	217 – 224	C+	=	192 – 199	D	=	150 – 174
A	=	235 – 241	B	=	210 – 216	C	=	185 – 191	F	=	0 – 149
A-	=	225 – 234	B-	=	200 – 209	C-	=	175 – 184			

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

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/api/tk20. Questions or concerns regarding use of Blackboard should be directed to http://coursessupport.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/).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). 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://studentsupport.gmu.edu/, and the OSS staff will follow up with the student.

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

PROPOSED CLASS SCHEDULE

	Date		Topic/Learning Experiences	Readings and Assignments	
M	**Aug**	27	Introduction to the course	**No reading assignments, quizzes or group discussion this week**	
W		29	Emergence of sustainable tourism		
M	**Sep**	3	**Labor Day – No Class**	**Read Swarbrooke** Chapter 1 pp. 3 – 11 Chapter 2 pp. 12 – 23 Chapter 3 pp. 24 – 40	**Quiz #1** Due 9/10 at 11:59pm
W		5	Issues in sustainable tourism		
M		10	Economics	**Read Swarbrooke** Chapter 6 pp. 59 – 68 Chapter 23 pp. 245 – 250	**Quiz #2** Due 9/17 at 11:59pm
W		13	Group Discussion - 1		
M		17	Environment and Spatial Strategies	**Read Swarbrooke** Chapter 5 pp. 47-58 Chapter 22 pp. 238 – 244	**Quiz #3** Due 9/24 at 11:59pm **Abstract/Outline Due 9/23 at 11:59pm**
W		20	Group Discussion - 2		
M		24	The Social Dimension and the Host	**Read Swarbrooke** Chapter 7 pp. 69 – 82 Chapter 11 pp. 123 – 134	**Quiz #4** Due10/1 at 11:59pm
W		26	Group Discussion - 3		
M	**Oct**	1	Governance	**Read Swarbrooke** Chapter 8 pp. 87 - 103 Chapter 24 pp. 253 – 268	**Quiz #5** Due 10/8 at 11:59pm
W		3	Group Discussion - 4		
M		8	**Columbus Day – No Class**	**Read Swarbrooke** Chapter 9 pp. 104 – 114 Chapter 26 pp. 276 – 287	**Quiz #6** Due 10/15 at 11:59pm
W		9	Conventional Mass Tourism		
		10	Group Discussion - 5		
M		14	Movie Jamaica for Sale	**No reading assignments this week**	**Draft Due 10/21 at 11:59pm**
W		17	Movie Jamaica for Sale		
M		22	Tourism Destinations (Barry Bigger, Visit Fairfax)	Read Swarbrooke Chapter 21 pp. 230 - 237 Chapter 20 pp. 215-229	**Quiz # 7** Due 10/29 at 11:59pm
W		24	Group Discussion - 6		
M		29	Green Certification	**Read Swarbrooke** Chapter 27 pp. 288-298 Chapter 28 pp. 299-306 Chapter 31 pp. 330-335 Chapter 32 pp. 336-341	**Quiz #8** Due 11/5 at 11:59pm
W		31	The National Mall Presentation (Susan Spain)		
M	**Nov**	5	Alternative Tourism	**Read Swarbrooke** Chapter 29 pp. 306 - 317 Chapter 30 pp. 318 – 329	**Quiz #9** Due 11/12 at 11:59pm
W		7	Guest Speaker Dr. Shawn Lee – Green Meeting Planning		
M		12	**VA1 Conference – No Class**	**Read Swarbrooke** Chapter 13 pp. 142 – 150 Chapter 25 pp. 268 – 275	**Quiz #10** Due 11/19 at 11:59pm **Research Paper Due 11/18 at 11:59pm**
W		14	The Tourists		
M		19			
W		21	**Thanksgiving Break – No Class**		
M		26	Ecotourism	**Read Swarbrooke** Chapter 4 pp. 41 – 44 Chapter 33 pp. 342 – 347 Chapter 34 pp. 348-360	**Quiz #11** Due 12/3 at 11:59pm **Group Video are due 12/2 at 11:59pm**
W		28	GMU Office of Sustainability (Donielle Nolan)		
M	**Dec**	3	**Video Presentations: Groups 1-3**		
W		5	**Video Presentations: Groups 4-6**		

Note: Faculty reserves the right to alter the schedule as necessary.

COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT

BLACKBOARD REQUIREMENTS

Every student registered for any (Tourism and Events Management program) course with a required performance-based assessment is required to submit this assessment, (group writing assignments, case study presentations, research paper and weekly on-line quizzes) to Blackboard (regardless of whether a course is an elective, a one-time course or part of an undergraduate minor). Evaluation of the performance-based assessment by the course instructor will also be completed in Blackboard. Failure to submit the assessment to Blackboard will result in the course instructor reporting the course grade as Incomplete (IN). Unless the. IN grade is changed upon completion of the required Blackboard submission, the IN will convert to an F nine weeks into the following semester.

ASSESSMENT RUBRICS

Final Paper

	Exceeds	Meets	Approaching	Does Not Meet
Demonstration of critical thinking and writing skills that illustrate a comprehensive understanding of theoretical issues 8 Points Max	A thesis statement provides direction for the paper, either by statement of a position or hypothesis. The topic is focused narrowly enough for the scope of this assignment. 8 points	The paper is about a specific topic but the writer has not established a position. The topic is focused but lacks direction. 6 points	The topic is too broad for the scope of this assignment. 3 points	The topic is not clearly defined. 0 points
Identify the principles of sustainable tourism, events and hospitality management and demonstrate knowledge of sustainable practices in applied settings. 8 Points Max	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas. 8 points	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper. 6 points	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course. 3 points	The paper does not demonstrate that the author has fully understood and applied concepts learned in the course. 0 points
Design of an investigation, including problem identification, literature review	Ties together information from all sources. Author's writing demonstrates an understanding of the relationship among	For the most part, ties together information from all sources. Author's writing demonstrates an understanding of the	Sometimes ties together information from all sources. Author's writing does not demonstrate an understanding of the	Does not tie together information.. Writing does not demonstrate understanding

and application of findings to theory and practice **8 Points Max**	material obtained from all sources. 8 points	relationship among material obtained from all sources. 6 points	relationship among material obtained from all sources. 3 points	any relationships. 0 points
Spelling and Grammar 8 Points Max	No spelling &/or grammar mistakes. 8 points	Minimal spelling &/or grammar mistakes. 6 points	Noticeable spelling & grammar mistakes. 3 points	Unacceptable number of spelling and/or grammar mistakes. 0 points
Sources and Citations 8 Points Max	More than 5 current sources, of which at least 5 are peer-review journal articles or scholarly books. Sources include both general background sources and specialized sources. All web sites utilized are authoritative. 8 points	5 current sources, of which at least 3 are peer-review journal articles or scholarly books. All web sites utilized are authoritative. 6 points	Fewer than 5 current sources, or fewer than 2 peer-reviewed journal articles or scholarly books. All web sites utilized are credible. 3 points	Fewer than 5 current sources, or fewer than 2 peer-reviewed journal articles or scholarly books. Not all web sites utilized are credible, and/or sources are not current. 0 points

Total = 40 points

Group Video Project

Evaluation of Each Peer Group Member's Overall Relative Contribution
Key: 1 = Poor; 5 = Excellent

CRITERIA	1	2	3	4	5
Regular meeting attendance	☐	☐	☐	☐	☐
Equity of contribution	☐	☐	☐	☐	☐
Evidence of co-operative behavior	☐	☐	☐	☐	☐
Appropriate time and task management	☐	☐	☐	☐	☐
Appropriate level of engagement with task	☐	☐	☐	☐	☐
Evidence of capacity to listen	☐	☐	☐	☐	☐

Evaluation of Each Group's Class Presentation Given by Other Group Members
Key: 1 = Poor; 5 = Excellent

CRITERIA	1	2	3	4	5
STRUCTURE					
Structure appropriate to task set	☐	☐	☐	☐	☐
Logical sequence allowed	☐	☐	☐	☐	☐
CONTENT					

CRITERIA	1	2	3	4	5
Clear focus on essential issues	☐	☐	☐	☐	☐
Accurate presentation of factual material	☐	☐	☐	☐	☐
Good use of relevant illustrative material	☐	☐	☐	☐	☐
Insight into wider issues (arguments developed)	☐	☐	☐	☐	☐
PRESENTATION					
Creativity and video quality	☐	☐	☐	☐	☐
Appropriate length	☐	☐	☐	☐	☐