

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

TOUR 480.(DL3) – Special Topics: Negotiating Cultural Identity through Globalized Tourism  
2 Credits, Fall 2018  
Online Course

**Faculty**

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**Co-requisite:**

This course is a pre-requisite for TOUR 480 DL1, a one-credit study abroad course to Jamaica, January 6-13, 2019. All students who register for this class must register for TOUR 480 DL in the Spring.

**University Catalog Course Description**

TOUR 480 DL2 is a distance education section. This class has an embedded trip to Jamaica January 6-13. You will also be required to register for the TOUR 480 course for 1 credit that is specific to the trip.

**Course Overview**

Immerses students in Jamaican culture and a first-hand understanding of the effects of globalization on the Jamaican peoples by experiencing the reciprocal impacts between tourism and culture. Examines these issues through an exploration of specific local practices by participating in and observing tourism-related leisure. Emphases how the tourism industry impacts cultural practices, people, international relations and economy of Jamaica, as well as how tourism and culture reflect Jamaica's history, race relations, economy, local and global marketing priorities, and the role of western global dominance.

**Course Delivery Method**

**Online instruction**

This course will be delivered online 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. Major topics and sessions will be given online and posted on Mondays. Homework assignments provide a basis, background and elaboration of subject material. Students will be

required to actively participate in weekly discussion topics online. Presentations by fellow students are intended to provide a reinforcement of the course topic discussed in class.

**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 will need a headset microphone for use with the Blackboard Collaborate web conferencing tool.
- 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 October 15, 2018 and finish on December 19, 2018.

#### 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:

- Explain the reciprocal impacts of tourism and culture;
- Identify marketable heritage and cultural resources, including art, dance, music, food and sport, and their relative contributions to the tourism experience;

- Understanding the principles and practices of stewardship and use of natural and cultural resources and the ability to interpret them to the general public, particularly as related to the public's role in stewardship.
- Assess the tourism potential of cultural assets and evaluate cultural, heritage, and sport tourism programs and/or products;
- Articulate the concept of sustainable management for cultural tourism;
- Develop tools to mitigate negative impacts of tourism on social structures.

**Professional Standards: None**

**Required Texts**

No text is required for this course. A reading list will be submitted to the class at the beginning of the course. Refer to required readings Refer to Required Readings to determine which articles to read and specific WEB sites to visit for specific classes.

**Course Performance Evaluation**

This course will be graded on a point (and NOT on a percentage) system, with a total of 500 possible points. There are 4 grading requirements, namely: (1) Class assignments and readings, (2) a mid-term paper (3) class participation via weekly discussion forums, and (4) Final Paper.

Students are expected to submit all assignments on time on Blackboard in the manner outlined by the instructor.

**Evaluated Items:**

Class assignments & readings	100 points
Mid-Term paper	150 points
Class participation and professionalism	100 points
Final Paper	150 points

**Grading Scale:**

A+ = 480-500	B+ = 430-449	C+ = 370-399	
A = 465-479	B = 415-429	C = 350-369	F = 0-299
A- = 450-464	B- = 400-414	D = 300-349	

- **Other Requirements**

By registering for this Web-based course, you have made a commitment to participate in your course discussions and other online activities for the online portion of this class. Please plan to participate regularly. This requires you to actively reflect on weekly module and assigned readings and to develop original ideas in your responses. You are expected to demonstrate critical thinking and your understanding of the content in the assigned readings as they relate to the issues identified in the discussion. You are expected to make your own contribution in a main topic as well as respond with value-added comments to at least two of your classmates. You are encouraged to respond to other students as well as to your instructor. You will note in the grading policy that your online discussion participation counts significantly toward your final grade.

- **General Guidelines for written assignments: Your papers and written assignments must be:**
  1. typed, double-spaced, in 12-point Times New Roman or Arial font, with margins no wider than one inch
  2. have footnotes or endnotes, with correct citations
  3. have a bibliography of sources used
  4. include, for each entry, the author, title, city and state of publisher, publisher's name, year, and page numbers
  5. prepared using word processing software (Microsoft Word preferred), in a manner similar to the preparation of a written assignment for classroom submission.

### **Professional Dispositions**

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

Students are expected to exhibit professional behaviors and dispositions at all times. Part of the grade for this course is based on professional conduct (see grading rubric).

### **Online Week Class Schedule**

October 15	Cultural tourism & globalisation
October 22	Jamaica's history and culture
October 29	Jamaica's marketable heritage and cultural resources
November 5	Sustainable management and Jamaica's cultural tourism
November 12	Tourism's impact on Jamaica's economy and culture
November 19	Mid-term paper due
November 26	Reciprocal impact of Jamaica's culture on tourism
December 4	<b>Study Abroad Pre-Departure meeting 1:</b> Orientation meeting. International travel presentation. Risk management presentation.
December 11	<b>Study Abroad Pre-Departure meeting II</b>
<b>December 17</b>	<b>Final paper due</b>

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students. Order of topics discussed may vary. Study abroad destinations may be changed due to extenuating circumstances or other situations.

## 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.
- The instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may include scheduled activities, classroom policies, and future grading criteria, and will be communicated to all students in a revised syllabus document.
- 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 <https://ds.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/> .**