

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

TOUR 420 (001) – Tourism Planning and Policy
3 credits, spring 2019
Mondays 1:30 p.m. – 4:10 p.m., Enterprise Hall, Rm. 274- Fairfax campus

Faculty

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Prerequisites/Corequisites

PRLS 310 and TOUR 340

University Catalog Course Description

This course examines the principles of planning and policy that apply to integrated and sustainable tourism development at the international, national, state, regional, local and site scale. Government, industry, and community perspectives are taken into consideration.

Course Overview

The content of this course will be presented through lectures and class discussions. PowerPoint slides will be used to provide a visual guide for the lectures and discussions, **and may be made available to students when, and as deemed necessary by the Professor.** Students will demonstrate their comprehension of the course material through in-class activities and discussions, take-home assignments, papers, presentations, quizzes, and exams. There will be opportunities for students to work in groups to provide avenues for growth in the areas of leadership, communication, teamwork, and accountability. Students will be expected to adhere to the guidelines listed in the syllabus, as well as all additional course policies provided during the semester. **Detailed instructions for assignments will be posted on Blackboard.**

Course Delivery Method

This course will be offered in a face-to-face or in-class format. Please note, however, that under certain circumstances particular sessions may be offered online, and in that case, students will be expected to follow the additional directions provided.

Learner Outcomes or Objectives

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

1. Understand the concepts of tourism planning and tourism policy;
2. Explain the relationship between policy for, and planning of, tourism;
3. Develop their power of analysis in relation to tourism development planning; and
4. Appreciate tourism policy and planning implementation guidelines and associated challenges within a variety of local, regional, national, and international settings.

Required Texts

Edgell, Sr., D. L., & Swanson, J. R. (2013). *Tourism policy and planning: yesterday, today and tomorrow*. (2nd ed.). New York, NY: Routledge.

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 may be required to find additional readings from sources provided.
- ❖ Full citations in format required for all assignments in course (for this course the **APA Style Format** must be used for all applicable 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**.

Assignments	% Points
<p>Midterm Examination --The midterm examination will include information from the textbook, 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 midterm 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.</p>	20%
<p>Final Examination --The final examination will include information from the textbook, course slides, class notes, and any other source(s) indicated by the Professor, covered from the Midterm Examination to the date of the review for the final exam. <u>However, information from before the Midterm Examination may be included.</u> 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</p>	20%

<i>different formats. The time allotted will depend on the type(s) and/or number of questions.</i>	
<p>Country Tourism Policy Analysis Paper and Presentation -- Students, working in groups/as individuals, as determined by the Professor, will conduct an analysis of the tourism policy of any country, in a written paper, (<i>the USA and all countries covered in-depth in the textbook are excluded</i>) in the manner described in the instructions to be provided. Each group will then present their paper (using PowerPoint slides ONLY) to the rest of the class. Detailed instructions for the paper and presentation will be provided at a later date, via Blackboard. Both the paper and presentation will be due on the applicable date stated on the Tentative Course Schedule. Students will be expected to present wearing a Business Suit (business professional attire).</p>	25%
<p>Quizzes -- Students will be expected to complete five (5) <u>unscheduled</u> quizzes based on the textbook, course slides, class notes, and any other source(s) indicated by the Professor. 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 two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions. The quiz with the lowest score will be dropped – all uncompleted/missed quizzes are included.</p>	20%
<p>Attendance/Participation --Participation points will be scored based on students' active participation in class discussions reflected through written responses during in-class activities and/or for take-home assignments. These written responses will be submitted individually or as a group. Students will be informed on how many participation points each activity/assignment is worth. ONLY responses that are submitted, when they are due, will receive the points. There will be no scheduled dates for these activities. Participation points will also be received from the average of group member evaluations, where applicable. --Attendance points will be based on students' attendance to class as recorded by the attendance rolls taken during each class period.</p>	15%
TOTAL	100%

Grading

A = 94 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 86	C = 74 – 76	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

Other Requirements

*Additional Course Policies and Requirements are provided at the end of the Syllabus.

****Assignment Percentage Score Calculation:

<i>Category</i>	<i>Symbol</i>
Your Percentage Score for an Assignment	X
Highest Possible Percentage Score for Each Assignment (e.g., 20% for Quizzes)	A
Your Raw Score for an Assignment (e.g., 8/10 points for Quiz 1)	B
Total Highest Possible Raw Score for Assignment (e.g., 10 points for Quiz 1)	C

To calculate Your Percentage for a Particular Assignment, plug the corresponding numbers into the following formula:

$$X = (A * B) / C$$

For example, for Site Analysis, if you score 109 (B) out of a possible 120 (C), given that the Highest Possible Percentage Score for this assignment is 20% (A),

Your Percentage Score for This Assignment (X) can be calculated as follows,

$$X = (25 * 109) / 120 \rightarrow 22.71 \text{ (percentage points for the Site Analysis)}$$

*****Please Note: Each student's Overall Total Percentage Score for the semester (i.e., the sum of the calculated percentage scores for all assignments) will be rounded up (for .5 or greater) or rounded down (for less than .5) to the nearest whole number, after which the equivalent letter grade will be assigned. *****

Professional Dispositions

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

TENTATIVE COURSE SCHEDULE

Date	Topic	Reading(s) to be completed for Next Class	What is Due?
January 28	Introduction; Class Overview; Class Discussion Chapters 1 & 4 – Introduction to Tourism and Tourism Policy	Chapters 1 & 4	
February 4	Chapters 1 & 4 – Introduction to Tourism and Tourism Policy	Chapter 2	
February 11	Creation of Groups Chapters 1 & 4 – Introduction to Tourism and Tourism Policy Chapter 2 – Tourism Policy Issues of Yesterday		
February 18	Chapter 2 – Tourism Policy Issues of Yesterday Class Discussion	Chapter 3	
February 25	Chapter 3 – Tourism Policy Issues for Today Class Discussion <i>Country Tourism Policy Assignment Instructions Posted on Blackboard</i>	Chapter 9	
March 4	Chapter 9 – The International Tourism Policy Process Class Discussion	Chapter 7 Review for Midterm Exam	Submission of Name of Country Choice
March 11	SPRING BREAK		
March 18	MIDTERM EXAM – <i>In classroom</i> – 1:30 p.m. – 3:30 p.m.		
March 25	Chapter 7 – Barriers to International Travel Class Discussion Chapter 5 – Political and Foreign Implications	Chapter 5	
April 1	Chapter 5 – Political and Foreign Policy Implications	Chapter 8	
April 8	Chapter 5 – Political and Foreign Policy Implications Class Discussion Chapter 8 – Affecting and Influencing Policy		
April 15	Chapter 8 – Affecting and Influencing Policy Guest Speaker	Chapter 10	
April 22	Chapter 10 – Strategic Tourism Planning Community Awareness and Involvement		
April 29	<i>Country Tourism Policy Presentations Groups 1-7 (subject to change based on final enrolment count)</i> Community Awareness and Involvement	Chapter 11	<i>Tourism Policy Analysis Reports and Presentation Handouts (Groups 1-7)</i>
May 6	Guest Speaker Chapter 11 – Transformative Leadership	Review for Final Exam	
Mon. May 13	FINAL EXAM – <i>In classroom</i> – 1:30 p.m. – 4:15 p.m.		

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

*****Detailed instructions will be provided for the Site Analysis Assignment on Blackboard.*

******Group sizes dependent on number of students after Last Add/Drop date.*

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/>.
- 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/> .**