

GEORGE MASON UNIVERSITY
College of Education and Human Development
Tourism and Event Management

TOUR 210 (002) - Global Understanding through Travel and Tourism

3 credits, Spring 2019

Monday 7:20 pm – 10:00 pm – Robinson Hall B 208 - Fairfax

Faculty

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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

The course looks at global tourism from different aspects: that of the tourist, that of the tourism service providers, that of the government agencies that promote and regulate it, that of groups that promote tourism, that of researchers and observers, and that of others. Student presentations are meant to augment the formal presentations. Classes, reading assignments and student presentations, and often guest speakers, emphasize the different aspects of global tourism. As the course progresses students should be able to integrate these topics and see how the field of global tourism is broad and complex.

This course will be valuable to you only if you actively participate by reading, thinking, and joining in class discussions and activities. I strongly encourage your attendance in class, your participation in in-class activities and discussions, and the timely completion of homework and assignments. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due.

Course Delivery Method

Major topics will be given by lecture in the classroom. Homework assignments provide a basis, background and elaboration of subject material. Presentations by fellow students are intended to provide a reinforcement of the course topic discussed in class.

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.

Expectations

- 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 once a 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 stresses the interconnectedness, difference and diversity that are central to understanding and operating in a global society. At the completion of this course students should be able to:

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;
6. Design an international travel itinerary that would allow a tourist to learn about another country; and
7. 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.

Professional Standards

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

Required Texts

No text is required for this course. Refer to Required Readings to determine which articles to read and WEB sites to visit for specific classes.

Course Performance Evaluation

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

Assignments and Examinations

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

Requirements	Points
Quizzes, Homework and Participation	10
This Week in the World - Presentation & Report	10
Armchair Travel Journal - Report	10
Mid-term Exam	25
Semester Project - International Travel Plan - Presentation & Report	15
Final Exam	30
	100

Other Requirements

Active participation in team projects is essential. Team meeting attendance and prompt response to team-member email is necessary.

If an exam is not taken with the class on the assigned date, you must have a documented excused absence in order to take a makeup exam. Makeup exams must be arranged by you and should be taken no later than one week after the regularly scheduled exam.

Course Performance Evaluation Weighting

Your participation in group projects will be evaluated by your team-mates, and your team-mates grades will have a major influence on your grade for the team projects.

Grading

A	= 94 – 100	B+	= 88 – 89	C+	= 78 – 79	D	= 60 – 69
A-	= 90 – 93	B	= 84 – 87	C	= 74 – 77	F	= 0 – 59
		B-	= 80 – 83	C-	= 70 – 73		

Professional Dispositions

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

Class Schedule

DATE	TOPIC
Jan 28	Course Introduction
Feb 4	1. History of Tourism & Introduction to the Global Tourism System This Week in the World presentation Writing Center presentation Video (subsequent videos during next classes) **See Reading List**
Feb 11	2. Economic Impacts of Global Tourism This Week in the World presentation Study Abroad – Center for Global Education, GMU – Guest Speaker **See Reading List**
Feb 18	3. Tourism Employment Peace Corps presentation This Week in the World student presentation **See Reading List**

DATE	TOPIC
Feb 25	4. Culture & Tourism This Week in the World student presentation **See Reading List**
Mar 4	Mid-Term Exam Armchair Travel Journal report due
Mar 11	Spring Break
Mar 18	5. Tourism, Terrorism and Natural Disasters This Week in the World student presentation **See Reading List**
Mar 25	6. Peace through Tourism This Week in the World student presentation **See Reading List**
Apr 1	7. Volunteer Tourism This Week in the World student presentation **See Required Readings**
Apr 8	8. Backpacking, Hostelling and Independent Travel This Week in the World student presentation **See Reading List**
Apr 15	9. Sustainable Tourism & Eco-tourism This Week in the World student presentation **See Reading List**
Apr 22	10. International Travel Plan Semester Project Student presentation & Report due As scheduled
Apr 29	10. International Travel Plan Semester Project Student presentation & Report due As scheduled
May 6	10. International Travel Plan Semester Project Student presentation & Report due As scheduled

DATE	TOPIC
May 13 7:30 – 10:15 pm	Final Exam

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 oai.gmu.edu/wp-content/uploads/2018/08/George-Mason-University-Honor-Code-2018-2019-final.pdf).
- Students must follow the university policy for Responsible Use of Computing (see <https://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 <https://ds.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>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus> or additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

REQUIRED READINGS

1. History of Tourism & Introduction to the Global Tourism System

Horne, Donald. "Home Thoughts From the Carousel." *The Intelligent Tourist*. McMahan's Point, NSW: Margaret Gee Publishing. 1992. pp 3-11.

Perrottet, Tony. "The Once and Future Tourist Trail." *Route 66 A.D.* New York, NY: Random House. 2002. 20–23.

Casson, Lionel. "Sightseeing." *Travel in the Ancient World*. Toronto, Canada: Hakkert. 1974. pp 262-291.

The Grand Tour | Special Topics Page | Timeline of Art History. Metropolitan Museum of Art. 6 Jan 2019. <http://www.metmuseum.org/toah/hd/grtr/hd_grtr.htm>

Italy on the Grand Tour, Exhibits Overview, Experience the Grand Tour. J. Paul Getty Trust. 6 Jan 2019. <http://www.getty.edu/art/exhibitions/grand_tour/what.html>

Familiarization with website. "Mason Study Abroad" George Mason University. 6 Jan 2019. <<http://studyabroad.gmu.edu/>>

Why Tourism. UNWTO. 6 Jan 2019. <<http://www2.unwto.org/content/why-tourism>>

2. Economic Impacts of Global Tourism

Stynes, Daniel J. "Economic Impacts of Tourism." Michigan State University. pp 1-19.

Pi-Syner, Oriol, Thomas R. Brooke, and Magali Daltabuit. "Tourism on the Maya Periphery." *Hosts and Guests Revisited: Tourism Issues of the 21st Century*. Ed. Valene L. Smith and Maryann Brent. New York: Cognizant Communication Corporation, 2001. pp 122-140.

"Town Asks Kung Fu Monks for Tourism Blessings." *New York Times*. 6 Jan 2019. <<http://www.nytimes.com/2009/01/02/world/asia/02shaolin.html?partner=rss&emc=rss>>

Venice, Invaded by Tourists, Risks Becoming 'Disneyland on the Sea'. 6 Jan 2019. <<https://www.nytimes.com/2017/08/02/world/europe/venice-italy-tourist-invasion.html>>

3. Tourism Employment

Travel and Tourism Economic Impact 2017. World Travel and Tourism Council. 6 Jan 2019. <<https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2017/world2017.pdf>>

Van Broeck, Anne Marie. 2001. "Pamukkale: Turkish Homestay Tourism." In *Hosts and Guests Revisited: Tourism Issues of the 21st Century*, pp 161-174, edited by Valene L. Smith and Maryann Brent. New York: Cognizant Communication Corporation.

Measuring Employment in the Tourism Industry. UNWTO. pp 15–32. 6 Jan 2019. <<http://www.e-unwto.org/doi/pdf/10.18111/9789284416158>>

Annual Report. 2017. UNWTO. pp 4-38. 6 Jan 2019. <<http://publications.unwto.org/publication/unwto-annual-report-2017>>
<<https://mekongtourism.org/unwto-annual-report-2017>>

4. Culture & Tourism

Shackley, Myra. 1999. "Managing the cultural impacts of religious tourism in the Himalayas, Tibet and Nepal." In *Tourism and Cultural Conflicts*, pp 95-110, edited by Mike Robinson and Pricilla Boniface. New York: CAB International.

Horne, Donald. 1992. "The National Tourism Showcase." *The Intelligent Tourist*, pp 264-286. McMahons Point, NSW: Margaret Gee Publishing.

Heritage Tourism. National Trust for Historic Preservation. *Issues in Preservation*. 6 Jan 2019. <<http://www.preservationnation.org/information-center/economics-of-revitalization/heritage-tourism/?gclid=CNGs7tyswbgCFVCY4AodbEcAjQ>>

5. Tourism, Terrorism and Natural Disasters

"Terrorism terrorizes tourism: Indian tourism effacing myths?" Mukesh Ranga and Priyanka Pradhan. University of Palermo, Argentina. 6 Jan 2019. <<http://www.palermo.edu/economicas/cbrs/pdf/ijsth/5/paper2-Terrorism-terrorizes-tourism.pdf>>

Impact of Natural Disasters on the Tourism Industry. 6 Jan 2019.

<<http://tourismembassy.com/en/blog/tourismology-by-tourismembassy/impact-of-natural-disasters-on-the-tourism-industry>>

Egypt's tourism industry is reeling but hope is on the horizon. *The Guardian* Oct 6, 2016. 6 Jan 2019. <<https://www.theguardian.com/travel/2016/oct/21/egypt-tourism-industry-plagued-by-lack-of-visitors>>

"Danger in paradise: resurrecting tourism after natural disasters" 3 Jan 2012. The Conservation Media Group. 6 Jan 2019. <<http://theconversation.com/danger-in-paradise-resurrecting-tourism-after-natural-disasters-3827>>

6. Peace through Tourism

"Tourism as a Driver of Peace." World Travel and Tourism Council. 6 Jan 2019.

<http://www.wttc.org/-/media/files/reports/special-and-periodic-reports/tourism-as-a-driver-of-peace_report-summary---web.pdf?la=en>

Newsletter April 2018. International Institute of Peace through Tourism. 6 Jan 2019.

<<http://peacetourism.org/wp-content/uploads/2018/11/IIPT-November-2018-Newsletter-By-Charlene-Canning.pdf>>

Tomljenovic, Renata, and Faulkner, Bill. 2001. 6 Jan 2019. "[Tourism and World Peace: A Conundrum for the Twenty-first Century](#)." pp 135-158.

Var, Turgut and Ap, John. (1998). "Tourism and world peace." In W.F. Theobald (Ed.) *Global Tourism*, 2nd edition, (pp. 44-57). Oxford: Butterworth Heinemann.

Familiarization with web site. International Institute for Peace through Tourism. 6 Jan 2019. <<http://www.iipt.org/>>

7. Volunteer Tourism

Familiarization with web site. Peace Corps. 6 Jan 2019. <<http://www.peacecorps.gov/>>

McGehee, Nancy. "Volunteer Tourism: Sustainable Innovation in Tourism, or Just "Pettin' the Critters" 6 Jan 2019.

<https://www.academia.edu/3065627/Volunteer_Tourism_Sustainable_Innovation_in_Tourism_or_just_Pettin_the_Critters>

Familiarization with web site. Global Volunteers. 6 Jan 2019.

<http://www.globalvolunteers.org/>

Familiarization with web site. Cross Cultural Solutions. 6 Jan 2019.

<http://www.crossculturalsolutions.org/>

8. Backpacking, Hostelling & Independent Travel

Familiarization with web site. "Hostelling International USA." American Youth Hostels, Inc. 6 Jan 2019. <http://www.hiusa.org/>

"Global Code of Ethics for Tourism." Set of principles. World Tourism Organization. 6 Jan 2019. <http://ethics.unwto.org/content/global-code-ethics-tourism> Click on each principle for details.

Familiarization with web site. Hostel World. 6 Jan 2019. <http://www.hostelworld.com>

9. Sustainable Tourism & Ecotourism

Weaver, D. (2001). "Sustainable Tourism: Is it sustainable?" In B. Faulkner, G. Moscardo & E. Laws (Eds.), *Tourism in the Twenty-first Century: Reflections on Experience* (pp. 300-311).

Dowling, Ross and David Fennell. 2003. "The Context of Ecotourism Policy and Planning." In *Ecotourism Policy and Planning*. pp. 1 – 14. Edited by Fennell, David and Ross Dowling (Eds.). Cambridge, MA: CABI Publishing.

Brown Frances. "Environmental impacts." *Tourism Reassessed: Blight or Blessing?* Woburn, MA: Butterworth-Heinemann. 1998. 45 – 54.

World Heritage and Tourism in a Changing Climate. UNESCO. May 25, 2016. pp 1–32, and 52-59. 6 Jan 2019. <http://whc.unesco.org/en/activities/883/>

The hidden climate change impacts of the tourism industry. *The Ecologist*. 6 Jan 2019. <https://theecologist.org/2018/may/22/hidden-climate-change-impacts-tourism-industry>

WTTC statement on Nature Climate Change paper: 'The carbon footprint of global tourism'. 6 Jan 2019. <https://www.wttc.org/about/media-centre/press-statements/2018/wttc-statement-on-nature-climate-change-paper-the-carbon-footprint-of-global-tourism/>

Tourism in the UN Green Economy Report. UNWTO. 6 Jan 2019.

http://asiapacific.unwto.org/sites/all/files/pdf/2012may_chiangmai_lc_0.pdf

United Nations Environment Programme. Tourism can help sustain biodiversity. 6 Jan 2019. <https://www.unenvironment.org/news-and-stories/story/tourism-can-help-sustain-biodiversity>.

"A roadmap towards 2030: the legacy of the International Year of Sustainable Tourism Development 2017". 19 Dec 17. 6 Jan 2019. <http://www2.unwto.org/press-release/2017-12-19/roadmap-towards-2030-legacy-international-year-sustainable-tourism-developm>

UNWTO launches an online Platform to Achieve SDGs through Tourism Jul 23, 2018, 6 Jan 2019. <https://media.unwto.org/press-release/2018-07-23/unwto-launches-online-platform-achieve-sdgs-through-tourism>

Familiarization with website. Sustainable Coastal Tourism - An integrated planning and management approach. 6 Jan 2019.

<https://www.academia.edu/1912606/Sustainable_Coastal_Tourism_an_integrated_planning_and_management_approach>

Familiarization with website. The International Ecotourism Society. 6 Jan 2019.

<<http://www.ecotourism.org/>>

Sustainable Development of Tourism. 6 Jan 2019. <<http://sdt.unwto.org/content/faq-climate-change-and-tourism>>

Assessment Rubric

Your final grade will be based on your score on the mid-term and final exams, homework assignments and your participation in team projects.

Active participation in the presentation of groups other than your own is encouraged.

