

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

TOUR 200 (001) – Introduction to Tourism Management
3 Credits
Spring 2019

Wednesdays 1:30 p.m. – 4:10 p.m., Enterprise Hall, Rm. 274 - Fairfax campus

Faculty

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Prerequisites/Corequisites

NONE

University Catalog Course Description

Introduces travel and tourism from local to international levels. Covers the scale, scope and organization of the industry. Emphasizes the development and management of natural, cultural, heritage and recreational resources of tourism. Identifies issues related to the economic, technological and political aspects of tourism.

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.**

*****Students must note that there is a required class field trip scheduled to a site in the Washington D.C. Metropolitan Area (specifically Northern Virginia or D.C.) for this course. Please note: students must make their own transportation arrangements.**

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. Explain the status of tourism as an increasingly important academic area of investigation;
2. Describe the nature of tourism from a systems perspective;
3. Describe the 'push' (demand) and 'pull' (supply) factors that are associated with the emergence of modern tourism systems;
4. Identify spatial patterns of tourism development at the global, national and local level;
5. Appreciate the management dimensions of tourist attractions and other components of the tourism industry;
6. Discuss major tourist market trends and segmentation criteria;
7. Apply basic marketing concepts to the tourism system;
8. Identify and critique the potential positive and negative economic, socio-cultural, and environmental impacts of tourism that can affect various kinds of destinations;
9. Formulate strategies that will allow destinations to maximize the positive impacts of tourism, whilst minimizing its negative impacts;
10. Describe the dynamics associated with destination development;
11. Explain and assess the increasing importance of 'sustainability' as a principle for the management of tourism systems; and
12. Appreciate the importance and basic characteristics of research within the field of tourism management.

Required Texts

Weaver, D. W. (2015). *Introduction of Travel and Tourism* (5th ed.) Wiley Custom Learning Solutions.

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; 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 possible total of **100 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. However, information from before the Midterm Examination 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.</p>	20%
<p>Site Analysis Report and Presentation --Students, working in groups, will conduct an analysis of a tourist site. All sites chosen will have to be within the Washington, D.C. Metropolitan Area. Each group must <u>select and visit</u> one tourism site, and conduct an analysis to be included in a written report, based on the detailed instructions provided. Each group will then present its report (using PowerPoint slides only) to the rest of the class. Detailed instructions for the site analysis report and presentation will be provided at a later date, via Blackboard. Students will be expected to present wearing a Business Suit (business professional attire). Both the report and presentation will be due on the applicable date stated on the Tentative Course Schedule.</p>	25%
<p>Quizzes --Students will be expected to take six (6) <u>unscheduled</u> quizzes based on the textbook, course slides, class notes, and other materials covered in class and through assignments. Quizzes will be taken through 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 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 count.</p>	20%
<p>Attendance/Participation --Participation Points will be based on students' active participation in class discussions demonstrated through written responses during in-class activities, and/or in 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 applicable 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 meeting.</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 a Particular Assignment	X
Highest Possible Percentage Score for Each Assignment (e.g., 20% for Quizzes)	A
Your Raw Score for a particular Assignment (e.g., 8/10 points for Quiz 1)	B
Total Highest Possible Raw Score for a particular 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 23	Introduction; Class Overview; Class Discussion Chapter 1 – Introduction to Tourism Management	Chapters 1 & 2	
January 30	Chapter 2 – The Tourism System Class Discussion	Chapter 3	
February 6	Chapter 3 – The Evolution and Growth of Tourism <i>Creation of Groups</i> Class Discussion <i>Group Site Analysis Instructions Posted</i>	Chapter 4	
February 13	Chapter 4 – Destinations Class Discussion	Chapter 5	<i>Submission of Name of Group's Site</i>
February 20	Chapter 5 – The Tourism Product Class Discussion	Chapter 6	
February 27	Chapter 6 – Tourist Markets Class Discussion Review for Midterm Exam	Review for Midterm Exam Chapter 7	
March 6	MIDTERM EXAM – <i>In classroom</i> – 1:30 p.m. – 3:30 p.m.		
March 13	SPRING BREAK		
March 20	Chapter 7: Tourism Marketing Class Discussion	Chapter 8	
March 27	Guest Speaker Chapter 8: Economic Impacts	Chapter 9	
April 3	Chapter 8: Economic Impacts Chapter 9: Socio-Cultural Impacts		
April 10	Chapter 10: Destination Development <i>Class Field Trip</i>	Chapter 11	
April 17	<i>Group Site Analysis Presentations</i> <i>Groups 1-7 (subject to change based on final enrolment count)</i> Class Discussion		<i>Group Site Analysis Reports and Presentation Handouts (Groups 1-7)</i>
April 24	Chapter 11: Sustainable Tourism Guest Speaker Class Discussion	Chapter 12	
May 1	Chapter 12: Tourism Research Wrap Up Final Class/Final Exam Review	Review for Final Exam	
Wed, May 8	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/> .