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

TOUR 340 B01 – Sustainable Tourism
3 Credits, Summer 2019
Online

Faculty

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Prerequisites

TOUR 200

University Catalog Course Description

This asynchronous online course will consider the characteristics of environmentally, economically and socio-culturally sustainable tourism and assess the possibilities and limitations for its implementation within a variety of destinations and product settings. Conventional "mass" tourism as well as small-scale "alternative" tourism will also be emphasized.

Course Overview

This is an upper-level course in tourism and events management requiring 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 ways: lecture presentations, student presentations, reflective activities, peer reviews, research groups, and writing assignments. The objective is threefold: to encourage a collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as the instructor; 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 view all class lectures, actively participate in class discussions, complete 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 in the course syllabus and on the course website.

Course Delivery Method

This course will be delivered online (76% or more) using [select either a synchronous or 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. The course site will be available on [Day and/or Time].

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

  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

- 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. [Delete this sentence if not applicable.]
- 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: [Add or delete options, as desire.]
    - 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/

Expectations

- <u>Course Week</u>: Because asynchronous courses do not have a "fixed" meeting day, our week will start on Monday, and finish on Sunday.
- <u>Log-in Frequency</u>: 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 3 times per week. Students are responsible for any and all information relayed on the website, including any announcements.

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- 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. Keeping track of the weekly course schedule of topics, readings, activities, and assignments due is the student's responsibility.
- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. As the instructor is not on campus, all communication will be conducted via email, 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 others do not consider them 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 expected to be respectful in all communications as well.
- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

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 onetime 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.

Blackboard Login Instructions

Access to MyMason and GMU email are required to participate successfully in this course. Please make sure to update your computer and prepare yourself to begin using the online format BEFORE the first day of class. Check the IT Support Center website.

Navigate to the Student Support page for help and information about Blackboard. In the menu bar to the left you will find all the tools you need to become familiar with for this course. Take time to learn each. Make sure you run a system check a few days before class. Become familiar with the attributes of Blackboard and online learning.

Learner Outcomes or 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, J. (1999), Sustainable Tourism Management. Wallingford: CABI International
All announcements, emails and documents posted and discussed by Dr. Slocum

Course Policies

Late Assignments: All assignments must be turned in on the due date given on the assignment sheet. **Late work will not be accepted.**

Instructor-Student Communication: Dr. Slocum will respond to your week-day emails within 36 hours. If she will be away from email for more than one day, she will post under Blackboard in the Announcements section. Before sending an email, please check the following for answers (available on your Blackboard course menu) **unless the email is of a personal nature**:
- Syllabus
- Ask Professor
- On-demand Blackboard videos on how to use Blackboard features, and Technical Requirements.

Feel free to respond to other students in the Ask Professor forum if you know the answer.

Course Performance Evaluation

Students are expected to submit all assignments on time through Blackboard. **No late work will be accepted.**

- **Assignments**

  This course will be graded on a point (<u>NOT</u> on a percentage) system, with a total of 250 possible points. There are 4 grading requirements: (1) blogs; (2) online reflective activities; (3) module quizzes; and (4) a research paper. **Late work is not accepted in this class, so please plan ahead**. Each requirement is briefly introduced below. Please contact the instructor if you have questions about any assignment.

  1. Initial Blogs (10 points): Each student will be required to submit one initial blog entry for an assigned module. The due date for your initial blog entry is assigned based on your group number. However, this is an individual activity, so that for each module, each member of the group will submit an independent blog entry. For example, for module 2, each member of group 2 will be required to submit an individual blog entry. All students not in group 2 will need to read the blog and all associated material and then provide a comment. All students in Group 2 will need to reply to all the blogs from Group 2 except there own.

  2. Blog Responses (40 Points): Each student is required to read and provide a comment to each and every student initial blog post (except your own). The due dates are provided on the syllabus.

  3. Reflective Activities (20 points): Within each module, there is one reflection question. You are required to respond to each question. Your answers will be graded based upon quality, depth and application to the subject material **with a minimum of 200 words** each. These questions should be addressed upon completion of the corresponding module.

  4. 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 (Plan on a minimum of an hour study time before each quiz.). There are 11 modules, therefore, 11 quizzes. The lowest score will be dropped resulting in 10 graded quizzes.

  5. Research paper (80 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 COURSE INFORMATION section. Please contact the instructor if you have any questions.

  Note: SafeAssign will also 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 – Submit a topic for approval by the instructor (required) no later than 6/16 at 11:59 p.m.
    - o In one paragraph (abstract) you will state the topic, the purpose of the paper, why this topic is timely/important/in need of study and how you will accomplish the purpose of the paper.
    - o Total points for Approval Paragraph – 5 points
  - ❖ Phase 2 – First Draft
    - o A rough draft of the paper will be submitted, formatted as if it were the final paper and include all subject material, references and be appropriately cited.
    - o Total points for first draft – 30 points
  - ❖ Phase 3 – Final Draft
    - o Total points for final draft – 45 points

This course will be graded on a point system, with a total of 250 possible points. **Late work will not be accepted.**

Requirements	Points
Initial Blog	10
Blog Responses	40
Reflective Activities	20
Quizzes	100
Research Paper - Topic Submission (5 points) - First Draft (30 points) - Final Draft (45 points)	80
TOTAL	250

Grading Scale

A+	= 242 – 50	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-	= 275 – 184		

Class Schedule

Week	WEEKLY MODULES	TOPICS	READINGS	ASSIGNMENTS DUE	ACTIVITIES DUE
Week 1 6/3-6/9	MODULE 1 MODULE 2	Introduction to the course Emergence of sustainable tourism Issues in sustainable tourism	No readings **Read** Swarbrooke Chapter 1 pp. 3–11 Chapter 2 pp. 12–23 Chapter 3 pp. 24–40	Final group projects: groups assigned Introductory Blog due by 6/9 (submit from Module 1)	Students' Introductions **Quiz 1** Module 2
Week 2 6/10-6/16	MODULE 3 MODULE 4	Economics The environment and spatial strategies	**Read** Swarbrooke Chapter 6 pp. 59–68 Chapter 23 pp. 245–250 **Read** Swarbrooke Chapter 5 pp. 47–58 Chapter 22 pp. 238–244	Blog Responses to Instructor Blog Due 6/16 (Submit from Module 3) Group 1 Blog posted by 6/16 (Submit from Module 4) **Research paper topic paragraph due 6/16 by 11:59pm (submit from Module 3)**	**Quiz 2** Module 3 **Quiz 3** Module 4

Week 3 6/17-6/23	MODULE 5	The social dimension and the host	**Read** Swarbrooke Chapter 7 pp. 69–82 Chapter 11 pp. 123–134	Blog Responses to Group 1 Blogs due 6/23 (submit from Module 5)	**Quiz 4** Module 5
	MODULE 6	Governance	**Read** Swarbrooke Chapter 8 pp. 87–103 Chapter 24 pp. 253–268	Group 2 Blogs posted by 6/23 (submit from Module 6)	**Quiz 5** Module 6
Week 4 6/24-6/30	MODULE 7		Movie – Jamaica for Sale	Blogs Responses to Group 2 Blogs due 6/30 (submit from Module 7) Groups 3 Blogs posted by 6/30 (submit from Module 7) **First draft of paper due 6/30 at 11:59pm** (submit from Module 7)	Jamaica for Sale Blog post
Week 5 7/1-7/7	MODULE 8	Conventional Mass Tourism	**Read** Swarbrooke Chapter 9 pp. 104–114 Chapter 26 pp. 276–287	Blogs Responses to Group 3 Blogs due 7/7 (submit from Module 8)	**Quiz 6** Module 8
	MODULE 9	Green Certification	**Read** Swarbrooke Chapter 27 pp. 288–298 Chapter 28 pp. 299–306 Chapter 31 pp. 330–335 Chapter 32 pp. 336–341	Groups 4 Blogs posted by 7/7 (submit from Module 9)	**Quiz 7** Module 9
Week 6 7/8-7/14	MODULE 10	Alternative tourism	**Read** Swarbrooke Chapter 29 pp. 306–317 Chapter 30 pp. 318–329	Blogs Responses to Group 4 Blogs due 7/14 (submit from Module 10) Groups 5 Blogs posted by 7/14 (submit from Module 10)	**Quiz 8** Module 10

Week 7 7/15-7/21	MODULE 11 MODULE 12	Tourist destinations The tourist	**Read** Swarbrooke Chapter 21 pp. 230–237 Chapter 20 pp. 215-229 **Read** Swarbrooke Chapter 13 pp. 142–150 Chapter 25 pp. 268–275	Blogs Responses to Groups 5 due 7/21	**Quiz 9** Module 11 **Quiz 10** Module 12
Week 8 7/22-7/28	MODULE 13	Food Tourism	**Read** Swarbrooke Chapter 4 pp. 41–44 Chapter 33 pp. 342–347 Chapter 34 pp. 348–360	**Research Paper due 7/28 at 11:59 pm** (submit from Module 13)	**Quiz 11** Module 13 **Course Evaluation**

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 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.

- 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 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 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/ .