

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

TOUR 210 DL1 – Global Understanding through Travel and Tourism  
3 Credits, Spring, 2020  
Online Course

**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**

Travel and tourism is one of the world's leading industries, and it is often seen as a major force for economic development. The purpose of this course is to broaden students' global understanding by introducing students to the basic elements and concepts of travel and tourism. The focus of this course is on the social science of tourism, namely the geography, economics, psychology, history, and physical development of tourism, as well as the industry's positive and negative social, cultural, economic, and physical impacts in destination communities throughout the world.

**Course Delivery Method**

This course will be delivered online (76% or more) 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. The course site will be available on January 21, 2020.

**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. [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/](http://www.apple.com/quicktime/download/)

### *Expectations*

- Course Week: [Include only the sentence below that is appropriate for the course. Delete the sentence that is not applicable.]  
Because asynchronous courses do not have a “fixed” meeting day, our week will start on [Day], and finish on [Day].  
Our course week will begin on the day that our synchronous meetings take place as indicated on the Schedule of Classes.
- 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 [#] times per week. In addition, students must log-in for all scheduled online synchronous meetings. [Include this sentence only if the course is synchronous. Delete the sentence if the course is asynchronous.]

- 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:

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**

Charles R. Goeldner and J.R. Brent Ritchie (2012). *Tourism: Principles, Practices, Philosophies*, 12<sup>th</sup> edition. Hoboken, NJ: John Wiley and Sons.

### **Course Performance Evaluation**

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

- **Assignments and/or Examinations**

All assignments, unless otherwise announced by the instructor, **MUST** be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

| <u>Component</u>                | <u>Percent</u>   |
|---------------------------------|------------------|
| Online Quizzes (X10)            | 50% (5% each)    |
| Tourism Research Paper          | 20%              |
| Discussion Board Exercises (X4) | 20% (5% each)    |
| Geography Tests (X3)            | 10% (3.33% each) |
| Total                           | 100%             |

**Online Quizzes** will be in a multiple-choice format. There will be 10 online quizzes, each worth 5% of your grade. Each quiz will be based on chapter readings from the textbook AND the corresponding PowerPoint presentation. The deadline for the weekly online quizzes is Sunday at midnight. Every Sunday at midnight, a new online quiz will be posted on Blackboard. It is up to you to know when the deadline is for each quiz, no exceptions. I encourage you not to leave the online quizzes until the last moment, to avoid any complications. Also, you only have 15 minutes to complete each quiz – if you go over that time limit, you will not get credit for your correct responses. So be sure to finish within the allowable time limit, and be sure your internet connection is working well before beginning the online quiz.

**Tourism Research Paper:** You must complete one 7-page paper for this course. If you take into account the Title Page and Works Cited Page, the paper should be **at least** 9 pages in length. The paper should adhere to the MLA or APA style of writing. Detailed instructions for this paper are provided on Blackboard. Do not email me your Tourism Research Paper, instead, you must upload your paper as an assignment on Blackboard. The due date is Sunday, May 3rd at 11:59PM. Late submissions will result in a 10% deduction, and absolutely no paper will be accepted after Tuesday, May 5th at 11:59PM, no exceptions or extensions. **It is entirely up to you to make sure your assignments are properly uploaded, complete AND readable.**

**Discussion Board Exercises:** There will be 4 discussion board exercises that will involve the participation of your fellow classmates, each worth 5% of your final grade. Discussion board exercises will be available for one week (except for the first one, which will be available for slightly longer) and address topics that are at the heart of this course. You will be graded on your level of insight and effort. Further details can be found under the 'Discussions' link on Blackboard.

**Geography Tests:** North Americans are notoriously poor at geography, which is unacceptable especially for those in the travel and tourism industry. You will take three online geography tests for this course. Together they represent 10% of your final grade (each test is worth 3.33%). Study materials for these tests will be posted on Blackboard a week in advance of the test deadline. Geography Tests will be available for one week and due Sunday night at midnight (see the course outline below). Students will be required to locate various regions, countries, states and provinces on maps. The places for which you will be responsible are listed below. It is up to you to learn these geographical locations as they will not be included in the online lectures.

THE FIRST TEST: North America: All U.S. states (+D.C.), all Canadian provinces/territories. Central America: Mexico, Belize, Honduras, Costa Rica, Panama. West Indies & Caribbean: Bahamas, Cuba, Cayman Islands, Jamaica, Haiti, Barbados, Puerto Rico, Virgin Islands, Aruba

THE SECOND TEST: South America: Venezuela, Ecuador, Peru, Brazil, Chile, Argentina Western Europe: All countries: Scandinavia (Iceland, Norway, Sweden, Finland, Denmark), Greenland, Republic of Ireland, United Kingdom (England, Wales, Scotland, Northern Ireland), Portugal, Spain, France, Belgium, Netherlands, Luxembourg, Germany, Switzerland, Liechtenstein, Italy, Austria Eastern Europe: Poland, Czech Republic, Slovak Republic, Hungary, Greece, Russia

THE THIRD TEST: Asia: Turkey, Saudi Arabia, Israel, India, Thailand, China, Taiwan, Hong Kong, Japan, South Korea, Viet Nam, Singapore, Philippines, Malaysia, Indonesia Australia: Australia, New Zealand Pacific Islands: Solomon Islands, Fiji, American Samoa, Guam, Tahiti Africa: Morocco, Egypt, Kenya, Tanzania, Mozambique, Zambia, Zimbabwe, S. Africa

- **Other Requirements**

If any quiz or assignment is not completed by the assigned date, you must have a documented excused absence in order to take a makeup the quiz or assignment.

- **Grading**

|    |         |    |               |
|----|---------|----|---------------|
| A  | 94-100% | C+ | 78-79%        |
| A- | 90-93%  | C  | 74-77%        |
| B+ | 88-89%  | C- | 70-73%        |
| B  | 84-87%  | D  | 60-69%        |
| B- | 80-83%  | E  | 59% and below |

**Professional Dispositions**

Students are expected to exhibit professional behaviors and dispositions at all times. See <https://cehd.gmu.edu/students/polices-procedures/>

| <b>TOUR210: Global Understanding through Travel and Tourism</b> |  |                          |  |
|---|--|--------------------------|--|
| <b>Week</b>   | <b>Topics</b>  | <b>Textbook Readings</b> | <b>What is Due</b>   |
| <b>Jan 21 – 26</b>  | <ul style="list-style-type: none"> <li>• Course Overview</li> <li>• Introduction to Tourism</li> </ul>       | Ch. 1,12                 | - Nothing due January 26   |
| <b>Jan 22 – Feb 2</b>   | <ul style="list-style-type: none"> <li>• Course Overview</li> <li>• Introduction to Tourism</li> </ul>       | Ch. 1,12                 | - Weekly online quiz due AND <b>Discussion Board Exercise 1</b> due Feb 2 at 11:59pm |
| <b>Feb 3 – 9</b>  | <ul style="list-style-type: none"> <li>• Transportation</li> <li>• Cruise Industry</li> </ul>                | Ch. 5                    | - Weekly online quiz due Feb 9 at 11:59pm  |
| <b>Feb 10 – 16</b>  | <ul style="list-style-type: none"> <li>• Hospitality and Related Services</li> </ul>                         | Ch. 6                    | - Weekly online quiz AND <b>Discussion Board Exercise 2</b> due Feb 16 at 11:59pm    |
| <b>Feb 17 – 23</b>  | <ul style="list-style-type: none"> <li>• Socio-Cultural Impacts of Tourism</li> </ul>                        | Ch. 11                   | - Weekly online quiz due Feb 23 at 11:59pm   |
| <b>Feb 24 – Mar 1</b>   | <ul style="list-style-type: none"> <li>• Tourism and the Environment</li> </ul>                              | Ch. 17                   | - Weekly online quiz due Mar 1 at 11:59pm  |
| <b>Mar 2 – 8</b>  | <ul style="list-style-type: none"> <li>• Economic Impacts of Tourism</li> </ul>                              | Ch. 14                   | - Weekly online quiz AND <b>Discussion Board Exercise 3</b> due Mar 8 at 11:59pm     |
| <b>Mar 9 – 15</b>   | <b>Spring Break – Nothing Due March 15<sup>th</sup></b>  |                          |  |
| <b>Mar 16 – 22</b>  | <ul style="list-style-type: none"> <li>• Tourist Marketing</li> </ul>  | Ch. 19                   | - Weekly online quiz due Mar 22 at 11:59pm   |
| <b>Mar 23 – 29</b>  | <ul style="list-style-type: none"> <li>• Organizations in the Distribution Process</li> </ul>                | Ch. 7                    | - Weekly online quiz due Mar 29 at 11:59pm   |
| <b>Mar 30 – Apr 5</b>   | <ul style="list-style-type: none"> <li>• Tourism Organizations</li> <li>• Attractions</li> </ul>             | Ch. 4, 8                 | - Weekly online quiz AND <b>Geography Test 1</b> due Apr 5 at 11:59pm                |
| <b>Apr 6 – 12</b>   | <ul style="list-style-type: none"> <li>• None</li> </ul>   | None                     | - <b>Geography Test 2 AND Geography Test 3</b> due Apr 12 at 11:59pm                 |
| <b>Apr 13 – 19</b>  | <ul style="list-style-type: none"> <li>• Cultural and International Tourism for Life's Enrichment</li> </ul> | Ch. 10                   | Weekly online quiz due Apr 19 at 11:59pm   |
| <b>Apr 20 – 26</b>  | <ul style="list-style-type: none"> <li>• Trends in Tourism</li> </ul>  | Ch. 20                   | <b>Discussion Board Exercise 4</b> due Apr 26 at 11:59pm                             |
| <b>Apr 27 – May 5</b>   | <ul style="list-style-type: none"> <li>• None</li> </ul>   | None                     | - <b>Research Paper due May 3 at 11:59pm</b>   |

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 <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 <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 <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>
- **Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:** As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and



Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason's Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

**For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .**