

**George Mason University
College of Education and Human Development
School of Sport, Recreation and Tourism Management**

**TOUR 410-001—Tourism Economics
(3 credits) Fall 2020
ONLINE SYNCHRONOUS**

FACULTY

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Prerequisites/Corequisites

TOUR 241

University Catalog Course Description

Introduces both macro and micro economic theory as it relates to hospitality, tourism and events management fields.

Course Overview

This is an upper-level course in tourism and events management. It will require 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 including lecture presentations, in class presentations, reflective activities, peer reviews, research groups, and writing assignments. The objective is threefold: to encourage collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as I am; 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 attend all class sections, actively participate in class discussions, complete in-class or take-home 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 separately in class.

Course Delivery Method

This course will be delivered online (76% or more) using a synchronous format via Blackboard Learning Management system (LMS) housed in the MyMason portal. Class will meet remotely twice each week for 1 hour and 15 minutes. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. All course work and assignments must be completed within a strict timeline (See PROPOSED CLASS SCHEDULE below).

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

In order 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.
- 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:
 - [Adobe Acrobat Reader: <https://get.adobe.com/reader/>]
 - [Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>]
 - [Apple Quick Time Player: www.apple.com/quicktime/download/]

Expectations

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

Course Objectives

On completion of this course students should be able to:

1. Summarize the difference between macro and micro economic theory.
2. Demonstrate how market mechanism allocate scarce resources among competing uses.
3. Analyze national income, money and banking, economic growth and stability, unemployment, inflation, and role of government in tourism.
4. Analyze supply, demand, production, and distribution theory to analyze problems within HTEM.
5. Interpret producer and consumer decision making theories and apply them to the tourism industry.
6. Identify price and output decisions under various market structures.

Required Texts

Tribe, J. (2016). The Economics of Recreation, Leisure, and Tourism (5th Edition). London, Routledge.

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).

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This course will be graded on a point (and NOT on a percentage) system, with a total of 300 possible points. There are 4 grading requirements, namely: (1) twelve homework assignments; (2) two midterms; (3) participation and attendance; and (4) a final exam. Each requirement is briefly introduced below. **Late work will not be accepted in this class.**

1. Participation (40 points) includes:

- A. **Class attendance:** You are required to attend class. Excused absences will require a note from a qualified professional. You are allowed 2 unexcused absences. Each subsequent absence will result in a 5-point deduction (20 points)
- B. **In-class participation:** This course requires extensive discussion about the subject material. Therefore, you are expected to speak in class, share your thoughts on the subject material and participate in group discussions. (20 points)

2. Case Study (110 points): You are required to read and respond to the case studies provided on Blackboard or in the text. You are expected to use the terminology and concepts discussed in class. **Your responses should be 300 words minimum.** These will need to be submitted on Blackboard and are due at the end of each week. (10 points each). **Late submissions will not be accepted.**

3. Two Midterm exams (50 points each)

3. Final Exam (50 points)

Requirements	Points
<i>Case studies – 11 assignments worth 10 points each</i>	110
<i>2 Midterms – 50 points each</i>	100
<i>Final exam – 50 points</i>	50
<i>Participation:</i> <i>In class participation (20 points)</i> <i>Attendance (20 points)</i>	40
TOTAL	300

Grading Scale

A+ = 291-300	B+ = 261-269	C+ = 231-239	D = 180-209
A = 282-290	B = 252-260	C = 222-230	F = 0 – 179
A- = 270-281	B- = 240-251	C- = 210-221	

Professional Dispositions

See <https://cehd.gmu.edu/students/polices-procedures/>

PROPOSED CLASS SCHEDULE

Week / Date			Topic/Learning Experiences	Readings and Assignments	
M	1	8/24	Introduction to the course – What is Economics?	Read Tribe Chapter 1	Case Study on Blackboard
W		8/26	Supply and Demand		
M	2	8/31	The Market Strikes Back	Read Tribe Chapter 3	Case Study on Blackboard
W		9/2	Elasticity of Demand		
M	3	9/7	Labor Day – No Class	Read Tribe Chapter 4	Case Study on Blackboard
W		9/9	Elasticity of Supply and Taxes		
M	4	9/14	Consumer and Producer Surplus	Read Tribe Chapter 2	Case Study on Blackboard
W		9/16	Surplus and Taxes		
M	5	9/21	Midterm Review (exam will open on Tuesday, 9/22)	No readings this week	Midterm 1 Due September 27th
W		9/23	Marginal Analysis		
M	6	9/28	Costs	Read Tribe Chapter 5	Case Study on Blackboard
W		9/30	Market Structures and Pricing		
M	7	10/5	Market Structure and Pricing Continued	Read Tribe Chapter 6	Case Study on Blackboard
W		10/7	The Rational Consumer		
M	8	10/12	Columbus Day – No Class	Read Tribe Chapter 12	Case Study on Blackboard
W		10/13	Income, Employment and Prices		
		10/14	Income Distribution		
M	9	10/19	The External Operating Environment	Read Tribe Chapter 8	Case Study on Blackboard
W		10/21	Guest Speaker – Barry Bigger Visit Fairfax		
M	10	10/26	Review for Midterm 2 (exam will open on Tuesday, 9/27)	No readings this week	Midterm 2 Due November 1st
W		10/28	Trade and Opportunity Costs		

M W	11	11/2 11/4	The Balance of Payments and Exchange Rates Globalization	Read Tribe Chapter 14	Case Study on Blackboard
M W	12	11/9 11/11	Externalities Public Goods and Common Resources	Read Tribe Chapter 15	Case Study on Blackboard
M W	13	11/16 11/18	Economic Development and Regeneration Critiques, Alternatives Perspectives and Change	Read Tribe Chapter 16	No case study this week
M W	14	11/23 11/25	Thanksgiving – No Class	Read Tribe Chapter 13	
M W	15	11/30 12/5	Final Exam Review	Read Tribe Chapter 18	Case Study on Blackboard
Final Exam – TBD					

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

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/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://course support.gmu.edu/>.

- 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.
- 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/> .