

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

**School of Sport, Recreation, and Tourism Management**  
Tourism and Events Management

TOUR 341 (001) – Film and Medical Tourism  
3 Credits  
SPRING 2022

Thursday: 1:30 p.m. – 4:15 p.m. (Peterson Hall, Rm. 1113 - **Fairfax**)

**Faculty**

Name: Dr. Abena A. Aidoo  
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**Prerequisites/Corequisites**

NONE

**University Catalog Course Description**

This two-part course introduces film-induced tourism (FT) and medical tourism (MT). The evolution of each type of tourism, and the opportunities and challenges of each type of tourism, will be explored in-depth.

**Course Overview**

The course explores the growth of these two types of tourism, and the opportunities and challenges they present to different destinations. The content of this course will be presented through lectures and class activities.

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.**

## Course Delivery Method

This course will be offered in a face-to-face or in-class format. **Please note, however, that there are a number of class meetings which will be offered synchronously (via Zoom, accessed through the course Blackboard page) or asynchronously (through Blackboard OR a combination synchronous and asynchronous delivery. Please refer to the Tentative Schedule for the specific dates and times.** In the event of any other needed changes, students will be notified, and will be required to follow the additional directions provided.

**Please note that the first class meeting on Thursday, January 27, 2022, will be on Zoom, and will begin at 3 p.m. P**

## Learner Outcomes or Objectives

This course is designed to enable students to do the following:

1. Describe the evolution of both film-induced tourism and medical tourism;
2. Examine the relationship between film settings and the growth of tourism following the showing of the films;
3. Analyze the impacts of the film-induced tourism in their settings;
4. Explain the factors that have contributed to the growth in medical tourism;
5. Describe the components of medical tourism;
6. Evaluate the consequences of the growth of medical tourism;
7. Articulate the marketing opportunities for both types of tourism.

## Required Texts

- DeMicco, F.J., & Weis, S. (Eds.). (2017). *Medical Tourism and Wellness: Hospitality Bridging Healthcare (H2H)*© (1<sup>st</sup> ed.). Apple Academic Press.  
<https://doi.org/10.1201/9781315365671>
- Roesch, S. (2010). *The experiences of film location tourists*. Channel View Publications.

## \*\*\*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 total of **100 possible percentage points**.

Assignments	% Points
<p><b>Midterm Examination</b>                      -- The <b>Midterm Examination</b> will be completed on the date indicated on the Tentative Course Schedule section of the syllabus, unless otherwise indicated by the Professor. The exam will include information from the textbook, lecture slides and 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 Exam.</p>	<p><b>20%</b></p>
<p><b>Final Examination</b>                      -- The <b>Final Examination</b> will be completed on the date indicated on the Tentative Course Schedule section of the Syllabus, as the indicated by the Professor or the Registrar's office. The exam will include information from the textbook, lecture slides and notes, and any other source(s) indicated by the Professor, primarily covering Film Tourism. <b><u>However, if deemed necessary, information on Medical Tourism will be included.</u></b> In other words, information from before the Midterm Examination may be included.</p>	<p><b>20%</b></p>
<p><b>Film Tourism OR Medical Tourism Case Study Paper and Presentation</b>                      -- Students, working individually, will conduct an analysis of a specific film tourism case/site, OR a medical tourism case/site. Each student will record the analysis in a paper, based on the detailed instructions provided. Each student will then present on its paper (using PowerPoint slides only) to the rest of the class. <b>Detailed instructions for the paper and presentation will be provided at a later date, via Blackboard.</b> Students will be expected to present wearing a <b>Business Suit (business professional attire)</b>. Both the paper and presentation will be due on the applicable date stated on the Tentative Course Schedule.</p>	<p><b>25%</b></p>
<p><b>Quizzes</b>                      --Students will be expected to complete six (6) quizzes based on the textbook, lecture slides and notes, as well as all other materials covered in class and through assignments. Quizzes will be taken on 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. <b>The quiz with the lowest score will be dropped – the zero score of all uncompleted/missed quizzes will also be counted.</b></p>	<p><b>20%</b></p>

<b>Attendance/Participation</b> --Participation Points will be based on students' <i>active</i> 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. <i>ONLY</i> responses that are submitted, <b>when they are due</b> , will receive the applicable points. <b>Some participation activities/assignments will have <u>scheduled dates</u>, where applicable, but for the rest, there be no scheduled dates.</b> Participation points will also be received from the average of group member evaluations, <i>where applicable</i> . --Attendance Points will be based on students' attendance to class as recorded by the attendance rolls taken during each class meeting.	<b>15%</b>
<b>TOTAL</b>	<b>100%</b>

### Grading

<b>A</b>	<b>= 94 – 100</b>	<b>B+</b>	<b>= 87 – 89</b>	<b>C+</b>	<b>= 77 – 79</b>	<b>D</b>	<b>= 60 – 69</b>
<b>A-</b>	<b>= 90 – 93</b>	<b>B</b>	<b>= 84 – 86</b>	<b>C</b>	<b>= 74 – 76</b>	<b>F</b>	<b>= 0 – 59</b>
		<b>B-</b>	<b>= 80 – 83</b>	<b>C-</b>	<b>= 70 – 73</b>		

### 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>
<b>Your Percentage Score for a Particular Assignment</b>	<b>X</b>
<b>Highest Possible Percentage Score for the Particular Assignment (e.g., 20% for Quizzes)</b>	<b>A</b>
<b>Your Raw Score for the Particular Assignment (e.g., 8/10 points for Quiz 1)</b>	<b>B</b>
<b>Total Highest Possible Raw Score for the Particular Assignment (e.g., 10 points for Quiz 1)</b>	<b>C</b>

To calculate Your Percentage for a Particular Assignment, plug the corresponding numbers into the following formula:

$$X = (A * B) / C$$

For example, for all Quizzes, for the semester, if your total score is 48 (B) out of a possible 50 (C), given that the Highest Possible Percentage Score for Quizzes is 20% (A),

Your Percentage Score for Quizzes, for the semester, (X) can be calculated as follows,

$$X = (20 * 48) / 50 \rightarrow 19.20 \text{ (percentage points for Quizzes)}$$

*\*\*\*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, including adhering to all Course/Classes Policies provided.

**TENTATIVE COURSE SCHEDULE**

Date	Topic	Reading(s) to be completed for Next Class	What is Due?
January 27	<b>Introduction; Course Overview</b> <b>***This class will be conducted on Zoom, beginning at 3 p.m.</b>	MT Chapters 1 and 2	
February 3	<b>MT Chapter 1 – An Introduction</b> <b>MT Chapter 2 – Introducing the Phenomenon of Medical Tourism</b>  <b>Assignments Due</b> <ul style="list-style-type: none"> <li>• Assignment           <ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due <u>2/6/2022, by 11:59 p.m.</u></b></li> <li>○ Final Post OR Comments on classmates’ initial posts (where applicable), <b>due <u>2/7/2022, by 11:59 p.m.</u></b></li> </ul> </li> </ul>	MT Chapters 3 and 5	
February 10	<b>MT Chapter 3 – Using a System Approach</b> <b>MT Chapter 5 – A Disney Approach to Medical Tourism and Wellness</b>  <b>***This class will be conducted on Zoom, beginning at 3 p.m.</b>  <b>Assignments Due</b> <ul style="list-style-type: none"> <li>• Assignment           <ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due <u>2/13/2022, by 11:59 p.m.</u></b></li> <li>○ Final Post OR Comments on classmates’ initial posts (where applicable), <b>due <u>2/14/2022, by 11:59 p.m.</u></b></li> </ul> </li> <li>• <b>Quiz # 1, due <u>2/14/2022, by 11:59 p.m.</u></b></li> </ul>	TBD	

<p><b>February 17</b></p>	<p><b>MT - Quality, Safety and Risk in Medical Tourism</b>  <b>MT – The Four Modes of Medical Tourism</b></p> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Assignment <ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due <u>2/20/2022, by 11:59 p.m.</u></b></li> <li>○ Final Post OR Comments on classmates’ initial posts (where applicable), <b>due <u>2/21/2022, by 11:59 p.m.</u></b></li> </ul> </li> <li>• <b>Quiz # 2, due <u>2/21/2022, by 11:59 p.m.</u></b></li> </ul>	<p>MT Chapters 8 and 10</p>	
<p><b>February 24</b></p>	<p><b>MT Chapter 8 – Health Communication</b>  <b>MT Chapter 10 – Domestic Medical Tourism</b></p> <p><b>***This class will be delivered <u>asynchronously through Blackboard.</u></b></p> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Assignment <ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due <u>2/27/2022, at 11:59 p.m.</u></b></li> <li>○ Final Post OR Comments on classmates’ initial posts (where applicable), <b>due <u>2/28/2022, at 11:59 p.m.</u></b></li> </ul> </li> </ul>	<p>MT Chapters 11 and 12</p>	
<p><b>March 3</b></p>	<p><b>MT Chapter 11 – Evaluating Performance</b>  <b>MT Chapter 12 – Future Trends</b></p> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Assignment</li> </ul>	<p><b>Review for Midterm Exam</b></p> <p><b>FT Chapter 1</b></p>	

	<ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due <u>3/6/2022, by 11:59 p.m.</u></b></li> <li>○ Final Post OR Comments on classmates' initial posts (where applicable), <b>due <u>3/7/2022, by 11:59 p.m.</u></b></li> </ul> <ul style="list-style-type: none"> <li>• <b>Quiz # 3, due <u>3/7/2022, by 11:59 p.m.</u></b></li> </ul>		
<b>March 10</b>	<b>MIDTERM EXAM– <i>On Blackboard</i> (No class meeting) Ends on Thursday, March 10, 2022, by 11:59 p.m.</b>		
<b>March 17</b>	<b>NO CLASS MEETING – SPRING RECESS</b>		
<b>March 24</b>	<b>FT Chapter 1 – Introduction</b>  <b>Assignments Due</b> <ul style="list-style-type: none"> <li>• Assignment <ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due <u>3/26/2022, by 11:59 p.m.</u></b></li> <li>○ Final Post OR Comments on classmates' initial posts (where applicable), <b>due <u>3/27/2022, by 11:59 p.m.</u></b></li> </ul> </li> </ul>	FT Chapter 2	
<b>March 31</b>	<b>FT Chapter 2 – Destination Marketing through Film</b>  <b>***This class will be conducted on Zoom, beginning at 3 p.m.</b>  <b>Assignments Due</b> <ul style="list-style-type: none"> <li>• Assignment <ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due <u>4/2/2022, by 11:59 p.m.</u></b></li> <li>○ Final Post OR Comments on classmates' initial posts (where applicable), <b>due <u>4/3/2022, by 11:59 p.m.</u></b></li> </ul> </li> </ul> <ul style="list-style-type: none"> <li>• <b>Quiz # 4, due <u>4/3/2022, by 11:59 p.m.</u></b></li> </ul>	FT Chapters 3 and 4	



<p><b>April 7</b></p>	<p><b>FT Chapter 3 – Film Locations as Touristic Places</b>  <b>FT Chapter 4 – Profiling Film Location Tourists</b></p> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Assignment <ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due <u>4/9/2022, by 11:59 p.m.</u></b></li> <li>○ Final Post OR Comments on classmates’ initial posts (where applicable), <b>due <u>4/10/2022, by 11:59 p.m.</u></b></li> </ul> </li> </ul>	<p>FT Chapters 5 and 6</p>	
<p><b>April 14</b></p>	<p><b>FT Chapter 5 – The Spiritual Location Encounter</b>  <b>FT Chapter 6 – The Physical Location Encounter</b></p> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Assignment <ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due <u>4/16/2022, by 11:59 p.m.</u></b></li> <li>○ Final Post OR Comments on classmates’ initial posts (where applicable), <b>due <u>4/17/2022, by 11:59 p.m.</u></b></li> </ul> </li> <li>• <b>Quiz # 5, due <u>4/17/2022, by 11:59 p.m.</u></b></li> </ul>	<p>FT Chapters 7 and 8</p>	
<p><b>April 21</b></p>	<p><b>FT Chapter 7 – The Social Location Encounter</b>  <b>FT Chapter 8 – Characteristics of the Film Location Encounter</b></p> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Assignment <ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due <u>4/23/2022, by 11:59 p.m.</u></b></li> </ul> </li> </ul>	<p>FT Chapter 9</p>	

	<ul style="list-style-type: none"> <li>○ Final Post OR Comments on classmates' initial posts (where applicable), <b>due 4/24/2022, by 11:59 p.m.</b></li> </ul>		
<b>April 28</b>	<p><b>FT Chapter 9</b></p> <p><b>*This lecture for this chapter will be delivered asynchronously through Blackboard. However, the class will meet on Zoom for a Guest Speaker, beginning at 3 p.m.</b></p> <p><b>Assignments Due</b></p> <ul style="list-style-type: none"> <li>• Assignment <ul style="list-style-type: none"> <li>○ Initial post (where applicable), <b>due 4/30/2022, by 11:59 p.m.</b></li> <li>○ Final Post OR Comments on classmates' initial posts (where applicable), <b>due 5/1/2022, by 11:59 p.m.</b></li> </ul> </li> <li>• <b>Quiz # 6, due 5/1/2022, by 11:59 p.m.</b></li> </ul>		
<b>May 5</b>	<p><b>Film Tourism OR Medical Tourism Case Study Analysis Presentations in Class, on 5/5/2022, from 1:30 p.m. – 4:15 p.m.</b></p> <p><b>Film Tourism OR Medical Tourism Case Study Analysis Papers + Presentations + Student Presentation Evaluations Submissions on Blackboard, ALL due 5/5/2022, by 11:59 p.m.</b></p>	<b>Review for Final Exam</b>	<i>Student Film Tourism OR Medical Tourism Case Study Analysis Papers Presentations, Student Presentation Evaluations</i>
<b>May 12</b>	<p><b>FINAL EXAM – On Blackboard (No class meeting)</b>  <b>Ends on Thursday, May 12, 2022, by 11:59 p.m.</b></p>		

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

\*\*\*\*Detailed instructions will be provided for the Site Analysis Assignment on Blackboard.

\*\*\*\*\*FT stands for Film Tourism; MT stands for Medical Tourism

## 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](mailto: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>

## **Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:**

As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, 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 or support measures 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/>.**

