

George Mason University
College of Education and Human Development

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

TOUR 352 (002) – Heritage and Cultural Tourism
3 Credits
FALL 2022

Thursday: 12:00 p.m. – 2:45 p.m. (**Fairfax** – Thompson Hall, Rm. 1020)

Faculty

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Prerequisites/Corequisites

D or higher in TOUR 200 and TOUR 220

University Catalog Course Description

Analyzes historical and cultural attractions, including museums, canals, monuments, pilgrimage sites, military sites, and cultural and heritage landscapes. Covers presentation and interpretation, African-American and Native American heritage, management and operational considerations, and marketing.

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.**

All assignments outside of the classroom will be posted on Blackboard by 6 p.m. on Thursdays, and will be due by the date and time indicated on the *Tentative Course Schedule*, or by the Professor, at the time the assignment is given.

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. Understand the reciprocal impacts of tourism and culture;
2. Identify marketable heritage and cultural resources and their relative contributions to the tourism experience;
3. Discuss the challenges that are encountered in the process of identification and implementation of cultural and heritage tourism;
4. Assess the tourism potential of cultural/heritage assets and evaluate cultural/heritage tourism programs and/or products;
5. Articulate the concept of sustainable management for cultural and heritage tourism.

Required Texts

Timothy, D. J. (2011). *Cultural Heritage and Tourism*. 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 (9.1); 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 call 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, VIA, hard copy). This course will be graded on a point system, with a total of **100 possible percentage points**.

Assignments	% Points
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.	20%
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.	20%
Case Study Paper and Presentation --Students, working in groups or individually, will conduct an analysis of a specific heritage/cultural tourism site, and write a paper on their analysis based on the instructions provided. All sites chosen must be outside Washington D.C., Maryland, and Virginia, or cannot be any of the sites discussed in the textbook. Each group or individual will then create presentation based on the paper (using PowerPoint slides only). Detailed instructions for the case study paper and presentation will be provided at a later date, via Blackboard . Students are required to present wearing a Business Suit (business professional attire) . Both the paper and presentation will be due on the applicable date stated on the Tentative Course Schedule.	25%
Quizzes --Students will be expected to take six (6) 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 – this includes the zero scores for all uncompleted/missed quizzes.	20%
Attendance/Participation -- Participation Points will be scored based on students' active participation in class discussions reflected 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. Some participation activities/assignments will have scheduled dates, where applicable, but for the rest, there will be no scheduled dates. 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.	15%
TOTAL	100%

Other Requirements

*Additional Course Policies and Requirements are provided at the end of the Syllabus.

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

******Assignment Percentage Score Calculation:**

<i>Category</i>	<i>Symbol</i>
Your Percentage Score for a Particular Assignment	X
Highest Possible Percentage Score for the Particular Assignment (e.g., 20% for Quizzes)	A
Your Raw Score for each component of the Particular Assignment (e.g., 45/50 points for all Quizzes; * this would be after the quiz with the lowest score is dropped)	B
Total Highest Possible Raw Score for each component of the Particular Assignment (e.g., 50 points for all Quizzes, after quiz with lowest score is dropped)	C

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 45 (B) out of a possible total score of 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,

$$X = (20 * 45) / 50 \rightarrow 18 \text{ (percentage points for Quizzes)}$$

*****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, as well as adhering to all Course Policies provided.

TENTATIVE COURSE SCHEDULE

DATES	TOPICS/ACTIVITIES/ASSIGNMENTS	READINGS
Week 1 8/25	‘Getting to Know You’ <ul style="list-style-type: none"> • Instructor Introduction • Course Overview and Navigation Chapter 1 – Introduction to Heritage and Cultural Tourism Assignments Due <ul style="list-style-type: none"> • Introductions Blog, due <u>8/29/2022</u>, by 11:59 p.m. 	Course Overview Chapter 1
Week 2 9/1 <i>Note the extended end date due to the Labor Day holiday</i>	Chapter 2 – Consumption of Culture Assignments Due <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>9/5/2022</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates’ initial posts (where applicable), due <u>9/6/2022</u>, by 11:59 p.m. • Quiz # 1, due <u>9/6/2022</u>, by 11:59 p.m. 	Chapter 2 Additional Readings: TBA
Week 3 9/8	Chapter 3 – The Heritage Supply Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>9/11/2022</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates’ initial posts (where applicable), due <u>9/12/2022</u> by 11:59 p.m. 	Chapter 3 Additional Readings: TBA

DATES	TOPICS/ACTIVITIES/ASSIGNMENTS	READINGS
Week 4 9/15	Chapter 4 – Spatial Perspectives Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>9/18/2022</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (where applicable), due <u>9/19/2022</u> by 11:59 p.m. • Quiz # 2, due <u>9/19/2022</u>, at 11:59 p.m. 	Chapters 4 and 5 Additional Readings: TBA
Week 5 9/22	Chapter 5 – Authenticity *This class will be offered on Zoom from 12:00 p.m. – 1:15 p.m. Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>9/25/2022</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (where applicable), due <u>9/26/2022</u> by 11:59 p.m. 	Chapter 6 Additional Readings: TBA
Week 6 9/29	Chapter 6 – The Politics of Heritage Tourism Assignments Due <ul style="list-style-type: none"> • Quiz # 3, due <u>10/3/2022</u>, by 11:59 p.m. 	Chapter 6 Review for Midterm Examination Additional Readings: TBA
Week 7 10/6 <i>Take note of the end date</i>	MIDTERM EXAMINATION On Blackboard (No class meeting) <i>Based on Chapters 1, 2, 3, 4, 5 and 6 (and includes all information in applicable readings, and lecture notes).</i> Exam ends on Friday, October 7, 2022, by 11:59 p.m.	

DATES	TOPICS/ACTIVITIES/ASSIGNMENTS	READINGS
Week 8 10/13	Chapter 7 – Conserving the Past Chapter 8 – Legislation and Conservation Organizations Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>10/16/2022, by 11:59 p.m.</u> ○ Final Post OR Comments on classmates' initial posts (where applicable), due <u>10/17/2022, by 11:59 p.m.</u> 	Chapters 7 and 8 Additional Readings: TBA
Week 9 10/20	Chapter 9 – Conservation and Tourism *This class will be offered on Zoom from 12:00 p.m. – 1:15 p.m. Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>10/23/2022, by 11:59 p.m.</u> ○ Final Post OR Comments on classmates' initial posts (where applicable), due <u>10/24/2022, by 11:59 p.m.</u> • Quiz # 4, due <u>10/24/2022, by 11:59 p.m.</u> 	Chapter 9 Additional Readings: TBA
Week 10 10/27	Chapter 10 – Interpreting the Past Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>10/30/2022, by 11:59 p.m.</u> ○ Final Post OR Comments on classmates' initial posts (where applicable), due <u>10/31/2022, by 11:59 p.m.</u> 	Chapter 10 Additional Readings: TBA
Week 11 11/3	Chapter 11 – Planning Principles Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>11/6/2022, by 11:59 p.m.</u> 	Chapter 11 Additional Readings: TBA

DATES	TOPICS/ACTIVITIES/ASSIGNMENTS	READINGS
	<ul style="list-style-type: none"> ○ Final Post OR Comments on classmates' initial posts (where applicable), due 11/7/2022, by 11:59 p.m. • Quiz # 5, due 11/7/2022, at 11:59 p.m. 	
Week 12 11/10	Chapter 12 – Marketing the Past *This class will be offered on Zoom from 12:00 p.m. – 1:15 p.m. Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due 11/13/2022, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (where applicable), due 11/14/2022, by 11:59 p.m. 	Chapter 12 Additional Readings: TBA
Week 13 11/17	Chapter 13 – Raising Revenue and Managing Visitors Guest Speaker Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due 11/20/2022, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (where applicable), due 11/21/2022, by 11:59 p.m. • Quiz # 6, due 11/21/2022, by 11:59 p.m. 	Chapter 13 Additional Readings: TBA
Week 14 11/24	<i>THANKGIVING RECESS</i> <i>Prepare for Case Study Presentations</i>	
Week 15 12/1	Case Study Analysis Presentations in Class, on 12/1/2022, from 12:00 p.m. – 2:45 p.m. Case Study Analysis Paper+ Presentation + Student Presentation Evaluations Submissions on Blackboard, due on 12/1/2022, by 11:59 p.m.	Review for Final Examination

DATES	TOPICS/ACTIVITIES/ASSIGNMENTS	READINGS
	<p>Assignment Due</p> <p>Complete Optional Feedback Assignment on 12/5/2022, by 11:59 p.m.</p>	
<p>Week 16</p> <p>12/8</p>	<p>FINAL EXAMINATION</p> <p>On Blackboard (No class meeting)</p> <p>Based on Chapters 7, 9, 10, 11, 12, and 13 (and includes all information in applicable readings, and lecture notes).</p> <p>Exam ends on Friday, December 9, 2022, by 11:59 p.m.</p>	

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

******Detailed instructions will be provided for the Case Study 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 <https://catalog.gmu.edu/policies/honor-code-system/>).
- Students must follow the university policy for Responsible Use of Computing (see <https://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 VIA should be directed to viahelp@gmu.edu or <https://cehd.gmu.edu/aero/assessments>. 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 papering of sexual assault, interpersonal violence, and stalking:

As a faculty member, I am designated as a “Responsible Employee,” and must Paperall 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 additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .

