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

**TOUR 340-DL1—Sustainable Tourism**
**(3 credits) Spring 2023**
**Online - Asynchronous**

**Faculty**
Name:                  Dr. Sue Slocum
Office Hours:          By appointment (Please send an email to set up an appointment)
Office Location:       Skype (by appointment) – Name – sueslocum
Office Phone:          N/A
Email Address:         sslocum@gmu.edu

**Prerequisites/Corequisites**

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 and power point presentations, student projects, online blog assignments, 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 blogs, 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 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 every day beginning August 20th, 2021. All course work and assignments must be completed within a strict timeline (See PROPOSED CLASS SCHEDULE below). **No late work is accepted.**

**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

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

Slocum, S.L., Aidoo, A., and McMahon, K. (2020). *The Business of Sustainable Tourism Development and Management*. London, Routledge, ISBN 978-1138492165.

## Course Performance Evaluation

Students are expected to submit all assignments on time through Blackboard. If there are issues with Blackboard, you may also email these assignments to the instructor. **No late work will be accepted.**

- **Assignments**
  This course will be graded on a point (and <u>NOT</u> on a percentage) system, with a total of 200 possible points. There are 3 grading requirements: (1) Video Reflections; (2) weekly quizzes; and (3) Research Project. **Late work is not accepted**. Each requirement is briefly introduced below, with detailed guidelines available on Blackboard under RESEARCH PROJECT RESOURCES. Please contact the instructor if you have questions about any assignment.

  **1. Video reflections (65 points):** You are required to watch the videos in each week's modules. They are divided into two video segments, but each segment may contain more than 1 video. Then submit a **300-word** reflective response (in a word document. (5 points each). Your response should:

- Provide an overview of all the videos (make sure I know you have watched them)
- Relate each video to one aspect of the week's textbook readings. Use your vocabulary and show me what you have learned in the module.
- Provide a brief statement about your personal reflection on the video. Why was it important? How did it support the chapter readings? Did you like it? (5 points each week)?

  **2. Quizzes (90 points):** At the end of each module, you are required to complete a 15 question, multiple choice quiz worth 7.5 points each. The quizzes are based on the reading assignments. These quizzes are timed (30 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 13 modules, therefore, 13 quizzes. The lowest score will be dropped resulting in 12 graded quizzes.

  **3. Research Project (45 points):** You will research a tourism company (either a festival/fair/event OR a hospitality group OR a destination depending on your concentration (Tourism, Events, Hospitality) in the U.S. currently operating in an unsustainable manner, analyze the situation, and

then propose solutions. Remember you must address all three pillars of sustainability. Detailed research project guidelines are available on Blackboard under RESEARCH PROJECT RESOURCES. Please contact the instructor if you have any questions.

❖ Phase 1 – Submit company choice for approval by the instructor (required) no later than **2/20 at 11:59 p.m**.
   o Early approval for submission is suggested as each project must be unique to each /student and some companies are claimed early. Detailed submission information about the assignment is available on Blackboard under RESEARCH PROJECT RESOURCES.
   o **5 points**
❖ Phase 2 – Business Analysis and Recommendations
   o An analysis will be submitted that correlates to the assignment requirements. Detailed submission information about the assignment is available on Blackboard under RESEARCH PROJECT RESOURCES. **Deadline 5/8 at 11:59pm**
   o **40 points**

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.

**Other Requirements**

Students are expected to respond to all emails from the instructor in a timely manner. Failure to do so will result in a loss of points coordinating to the assignment that necessitated the email.

- **Grading**
  This course will be graded on a point system, with a total of 300 possible points. **Late work will not be accepted.**

| Requirements | Points |
|---|---|
| Quizzes  (7.5 points each X 12 quizzes) | 90 |
| Research Paper<br>    Topic Submission - (5 points)<br>    Paper – (40 points) | 45 |
| Video reflections | 65 |
| -    TOTAL | 200 |

**Grading Scale**

| A+ | = 194 – 200 | B+ | = 174 – 179 | C+ | = 154 – 159 | D | = 120 – 139 |
|---|---|---|---|---|---|---|---|
| A | = 188 – 193 | B | = 168 – 173 | C | = 148 – 153 | F | =  0 – 119 |
| A- | = 180 – 187 | B- | = 160 – 167 | C- | = 140 – 147 | | |

**Professional Dispositions**

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

**Class Schedule**

**PROPOSED CLASS SCHEDULE**

| WEEK | WEEKLY MODULES | TOPICS | READINGS | ASSIGNMENTS AND ACTIVITIES DUE |
|---|---|---|---|---|

| 1/23-1/29 | INTRODUCTION | Introduction to the course | Read and become familiar with all course information (required). | No quiz this week<br>Student Introductions |
|---|---|---|---|---|
| 1/30-2/5 | MODULE 1 | Introduction to sustainability | Chapter 1 | Quiz #1<br>Video Reflections |
| 2/6-2/12 | MODULE 2 | Understanding capital | Chapter 2 | Quiz #2<br>Video Reflections |
| 2/13-2/19 | MODULE 3 | Globalization and localization | Chapter 3 | Quiz #3<br>Video Reflections<br>**Research Project Topic Due – 11:59 p.m. 2/19** |
| 2/20-2/26 | MODULE 4 | Governance | Chapter 4 | Quiz #4<br>Video Reflections |
| 2/27-3/5 | MODLUE 5 | The sustainable traveler | Chapter 5 | Quiz #5<br>Video Reflections |
| 3/6-3/12 | MODULE 6 | Mass tourism | Chapter 6<br>**Movie** – Jamaica for Sale | Quiz #6<br>Video Reflections |
| 3/13-3/19 | | | **Spring Break – No Class** | |
| 3/20-3/26 | MODULE 7 | Alternative tourism | Chapter 7 | Quiz #7<br>Video Reflections |
| 3/27-4/2 | MODULE 8 | Marketing | Chapter 8 | Quiz #8<br>Video Reflections |
| 4/3-4/9 | MODULE 9 | Supply chain management | Chapter 9 | Quiz #9<br>Video Reflections |
| 4/10-4/16 | MODULE 10 | Certification | Chapter 10 | Quiz #10<br>Video Reflections |
| 4/17-4/23 | MODULE 11 | Human resource management | Chapter 11 | Quiz #11<br>Video Reflections |
| 4/24-4/30 | MODULE 12 | Visitor management | Chapter 12 | Quiz #12<br>Video Reflections |
| 5/1-5/7 | MODULE 13 | The future of tourism | Chapter 13 | Quiz #13<br>Video Reflections |
| | | | | **Final Project Due – 11:59 p.m. 5/10** |

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

**Assessment Rubrics – Research Paper**

**APA will be the only accepted style for paper formatting and all papers must be correctly formatted.**

*Research Project*

| Criteria | Exceeds<br>8 points | Meets<br>6 points | Approaching<br>3 points | Does Not Meet<br>0 point |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| **Demonstration of critical thinking and writing skills that illustrate a comprehensive understanding of theoretical issues**<br>**8 Points Max** | A thesis statement provides direction for the paper, either by persuasive statement of a position or hypothesis. The topic is focused narrowly enough for the scope of this assignment. | The paper is about a specific topic but the writer has not established a position. The topic is focused but lacks direction. | The topic is too broad for the scope of this assignment. | The topic is not clearly defined. |
| **Identify the principles of sustainable tourism, events and hospitality management and demonstrate knowledge of sustainable practices in applied settings.**<br>**8 Points Max** | The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas. | The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper. | The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course. | The paper does not demonstrate that the author has fully understood and applied concepts learned in the course. |
| **Design of an investigation, including problem identification, literature review and application of findings to theory and practice**<br>**8 Points Max** | Ties together information from all sources. Author's writing demonstrates an understanding of the relationship among material obtained from all sources. | For the most part, ties together information from all sources. Author's writing demonstrates an understanding of the relationship among material obtained from all sources. | Sometimes ties together information from all sources. Author's writing does not demonstrate an understanding of the relationship among material obtained from all sources. | Does not tie together information. Writing does not demonstrate understanding any relationships. |
| **Spelling and Grammar**<br>**8 Points Max** | No spelling &/or grammar mistakes. | Minimal spelling &/or grammar mistakes. | Noticeable spelling & grammar mistakes. | Unacceptable number of spelling and/or grammar mistakes. |
| **Sources and Citations**<br>**8 Points Max** | More than 5 current sources, of which at least 5 are peer-review journal articles or scholarly books. Sources include both general | 5 current sources, of which at least 3 are peer-review journal articles or scholarly books.  All web sites utilized are authoritative. | Fewer than 5 current sources, or fewer than 2 peer-reviewed journal articles or scholarly books. | Fewer than 5 current sources, or fewer than 2 peer-reviewed journal articles or scholarly books. Not all web sites |

| | background sources and specialized sources. All web sites utilized are authoritative. | | All web sites utilized are credible. | utilized are credible, and/or sources are not current. |
|---|---|---|---|---|
| **Total = 40 points** | | | | |

**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/aero/tk20. Questions or concerns regarding use of Blackboard should be directed to http://coursessupport.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

**Notice of mandatory reporting of sexual assault, sexual harassment, 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.

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