

**TOUR 200-002 — Introduction to Travel and Tourism
Fall 2010**

DAY/TIME: W 7:20 p.m. - 10:00 p.m. LOCATION: Robinson Hall B205
PROFESSOR: Dedra Faine EMAIL ADDRESS: dfaine@gmu.edu

OFFICE HOURS: By Appointment

PREREQUISITES:

None

COURSE DESCRIPTION

An introduction to travel and tourism from local to international levels; overview of the scale, scope and organization of the industry; emphasis on development of natural, cultural, heritage, and recreational resources of tourism; identification of issues related to the economic, technological, legal and political aspects of tourism.

COURSE OBJECTIVES

At the completion of this course students should be able to:

1. Explain the status of tourism as an increasingly important academic areas of investigation;
2. Describe the nature of tourism from a systems perspective;
3. Describe the 'push' (demand) and 'pull' (supply) factors that are associated with the emergence of modern tourism systems;
4. Identify spatial patterns of tourism development at the global, national and local level;
5. Appreciate the management dimensions of tourist attractions and other components of the tourism industry;
6. Discuss major tourist market trends and segmentation criteria;
7. Apply basic marketing concepts to the tourism system;
8. Identify and critique the potential positive and negative economic, socio-cultural, and environmental impacts of tourism that can affect various kinds of destinations;
9. Formulate strategies that will allow destinations to maximize the positive impacts of tourism, whilst minimizing its negative impacts;
10. Describe the dynamics associated with destination development;
11. Explain and assess the increasing importance of 'sustainability' as a principle for the management of tourism systems; and
12. Appreciate the importance and basic characteristics of research within the field of tourism management.

REQUIRED READINGS

Weaver, D. W. & Lawton, L. (2006). *Tourism Management* (3rd ed.) Milton, Qld: John Wiley & Sons Australia, Ltd.

EVALUATION*

Requirements:

Type	Points	Due Date
HW/Attendance		Article Review - October 6, 2010
Group Project #1 Students will research a destination and locate the five top destinations and in-bound and out-bound tourist traffic.	25	September 22, 2010
Midterm Exam #1	100	September 29, 2010
Site Visit Analysis Students will visit a destination provided by the professor and do an in-depth site visit.		October 20, 2010 November 3, 2010
Site Visit	25	
Paper Due	75	
Midterm Exam #2	100	October 27, 2010
Group Project #2 Students will create a marketing presentation based on a local tourist destination.	75	November 10, 2010
Oral presentation		November 17, 2010
Final Exam	100	December 15, 2010

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. As well, all students are expected to keep a copy of their original work

(i.e. Site Visit Analysis and Oral PowerPoint presentation and class handout).

**Refer to GMU Fall 2008 Exam Schedule to verify date of exam.

Grading Scale

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

485 to 500	=	A+
465 to 484	=	A
450 to 464	=	A-
435 to 449	=	B+
415 to 434	=	B
400 to 414	=	B-
385 to 399	=	C+
350 to 384	=	C
300 to 349	=	D
299 or less	=	F

COURSE OUTLINE

Please see attached course outline. Please note that this is only a rough outline and does not include articles which may be assigned. The order of this schedule may change to fit the needs of the class.

Week 1 September 1, 2010 Syllabus Overview Class Introduction TOURIST Game Groups Assigned Assignments: Read Chapters 1 & 2 prior to next class meeting	Week 2 September 8, 2010 Chapter 1 Intro. To Tourism Mgmt. Chapter 2 The Tourism System Group Project #1 Assigned (In-Class Mtg) Assignments: Read Chapter 3 prior to next class meeting. Work on Group Project #1
Week 3 September 15, 2010 Chapter 3 The Evolution & Growth of Tourism Chapter 4 Destinations	Week 4 September 22, 2010 Group Project #1 Due Group Project #2 Assigned Chapter 5 The Tourism Product

<p>Assignments: Read Chapters 5 & 6 prior to next class meeting.</p>	<p>Chapter 6 Tourist Markets Review for Exam 1</p> <p>Assignment: Study for Exam</p>
<p>Week 5 September 29, 2010 Group Project # 2 - all groups must submit their topics HW - Article Review Assignment due October 6th Exam 1</p> <p>Assignments: Read Chapter 7 prior to next class meeting. Complete HW Article Review Assignment</p>	<p>Week 6 October 6, 2010 Article Review Assignment due at the beginning of class Chapter 7 - Tourism Marketing Group Project # 2 - Meeting with Professor</p> <p>Assignments: Read Chapters 8 & 9 prior to next class meeting. Work on Group Project #2.</p>

<p>Week 7 October 13, 2010 Chapter 8 Economic Impact of Tourism Chapter 9 Socio-Cultural Impacts of Tourism Review for Exam 2</p> <p>Assignments: Review for Exam #2 Work on Group Project Site Visit on October 20th</p>	<p>Week 8 October 20, 2010 ***Site Visit Day***</p>
<p>Week 9 October 27, 2010 Exam 2</p> <p>Assignments: Finish Site Visit Analysis due Nov. 3rd</p>	<p>Week 10 November 3, 2010 Site Visit Analysis Due Meet and Finalize Group presentations</p> <p>Assignments: Read Chapter 10 Prior to Class</p>
<p>Week 11 November 10, 2010</p>	<p>Week 12 November 17, 2010</p>

Chapter 10 Destination Lifecycle Group Project #2 Presentations Assignments: Read Chapter 11 Prior to class	Chapter 11 Sustainable Tourism Group Project # 2 Presentations
Week 13 November 24, 2010 No Class - Thanksgiving Holiday	Week 14 December 1, 2010 Final Class/Final Exam Review
Week 15 December 15, 2010 Final Exam 7:30 pm - 10:15 pm	

TOUR 200 Class Policies

Attendance – Regular attendance is essential to your success in TOUR 200. An attendance sign in sheet will be located at the front of the classroom. Please sign in at the beginning of class. If a student arrives once class has begun, they should enter as quietly as possible and notify me during a class break. If a student is late to class more than twice without prior notification, their attendance and participation grade will be affected. Please notify me if you must leave class early and sit in a location near the door so as not to disrupt the class.

Site Visit Analysis – The class will be completing a site analysis which requires a written analysis. Please note that any assignment that is late will receive a deduction of one letter grade for every day it is late.

Group Presentations-The group presentations are meant to be a team effort and will be graded accordingly. Each team member will receive a group grade as well as an individual grade based on their role in the presentation and their peer reviews. If a group member is not present on presentation day without contacting me **PRIOR** to class, they will receive half credit for the group project if the average peer evaluation grade received from team members is a 4 or higher. If there is an issue with participation within a group, and one member is given 0 peer points by all other group members, the professor reserves the right to assign a new project to the identified student.

Instructor Arrival Policy – If your instructor is not in the classroom at 7:20 p.m. (TOUR 200-001) please wait 20 minutes before leaving.



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ Counseling and Psychological Services (CAPS) provides a wide range of services to students, faculty, and staff. Services are provided by a staff of professional counseling and clinical psychologists, social workers, and counselors. The Center provides individual and group counseling, workshops and outreach programs -- experiences to enhance a student's personal experience and academic performance
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ All official, course-related e-mail correspondence must be communicated through GMU e-mail accounts.
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>