

GEORGE MASON UNIVERSITY

School of Recreation, Health, and Tourism

TOUR 420-001: Tourism Planning and Policy (3) Fall 2010

Day/Time:	TR 3:00 p.m.-4:15p.m.	Class Location:	Occoquan 318
Professor:	Dr. Peter U. C. Dieke	Email Address:	pdieke@gmu.edu
Office Locations:	+PW/BRH, Rm. 201D	Phone Number:	703-993-4260 (message)
Office Hours:	+PW/BRH, 201D: Tuesday 1:00 p.m.-2:30 p.m. Or by appointment	Fax Number:	703-993-2025

Key:

+ = Prince William Campus-Bull Run Hall

PREREQUISITES

PRLS 310 and TOUR 340

COURSE DESCRIPTION

Principles of planning and policy that apply to integrated and sustainable tourism development at the international, national, state, regional, local, and site scale. Considers government, industry, and community perspectives.

COURSE OBJECTIVES

On completion of this course students should be able to:

1. Understand the concepts of tourism planning and tourism policy;
2. Explain the relationship between policy for, and planning of, tourism;
3. Develop their power of analysis in relation to tourism development planning; and
4. Appreciate tourism policy planning implementation guidelines and associated challenges within a variety of local, regional, national, and international settings.

REQUIRED READINGS

There is no formal assigned textbook for this course. However, the following books are suggested:

Gunn, Clare A. (2002), *Tourism Planning*, 4th edition. London/New York: Routledge. ISBN 0-415-93269-6.

Inskip, Edward (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, 1st edition. New York: John Wiley.

EVALUATION

The course will have four (4) major grading situations (see assignment outlines/requirements below). The assessments will require the use of information derived from: lecture material; general print and online library resources; and external data sources. Additional readings and other course materials in the

form of power-points will be available on the web at via Blackboard (Bb). All assignments will be assessed based on their content, organization (or structure) and quality of the presentation.

Requirements

1. Midterm Exam (20 points)
2. Final Exam (30 points)
3. Group Case Study/Presentation (30 points)
4. Participation in Class Activities (20 points)

Grading Scale

A+ = 97-100	B+ = 87-89	C+ = 77-79	D = 60-69
A = 94-96	B = 84-86	C = 74-76	F = 0-59
A- = 90-93	B- = 80-83	C- = 70-73	

TENTATIVE COURSE SCHEDULE/OUTLINE			
Week	Date	Content	Group Activity
1	8/31 9/2	Introduction to the course <u>Nature and Definitions:</u> (a) Tourism; the Tourism Sector; the Tourism Product.	
2	9/7 9/9	(b)Tourism Policy No class (instructor overseas) Self Directed Study	
3	9/14 9/16	(c) Tourism Planning (d) Tourism Development: Integration of policy for, and planning of, tourism	
4	9/21 9/23	An Approach to tourism development planning: Some issues – national, sub-national and site-specific planning Tourism Demand & Tourism Supply Analyses	
5	9/28 9/30	Determining tourism growth targets Midterm Exam – Review Guide	
6	10/5 10/7	Midterm Exam Economic Considerations in Tourism Planning	
7	10/12 10/14	No class (Columbus recess) Social, Cultural, and Environmental Implications of Plan	
8	10/19-21	Financing and Investing in Tourism	
9	10/26-28	Human Resource Planning in Tourism	
10	11/2-4	Community Awareness; Community Involvement; Tourism Sustainability	
11	11/9-11		Class Presentation: Groups 1 & 2
12	11/16-18		Class Presentation: Groups 3 & 4
13	11/23 11/25	Thanksgiving Recess, university closed	Class Presentation: Group 5
14	11/30-12/2		Class Presentation: Group 6 & 7
15	12/7 12/9	Final Exam Handed Out; Course Evaluation	Class Presentation: Group 8
16	12/14	Final Exam	



- ❖ 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>