

GEORGE MASON UNIVERSITY

Department of Recreation, Health & Tourism

**TOUR 200—Introduction to Travel and Tourism
Spring 2010**

DAY/TIME: M 7:20 - 10:00 p.m.

LOCATION: Science & Tech II Room 15

PROFESSOR: Rebecca Kelley

EMAIL ADDRESS: rkelley5@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
Participation/Attendance	25	
Group Project #1	25	February 15, 2010
Midterm Exam #1	100	February 22, 2010
Site Visit		March 15, 2010
Site Visit Paper Due	50	March 22, 2010
Midterm Exam #2	100	April 5, 2010
Group Project #2	100	
Groups 1-5		April 12, 2010
Groups 6-10		April 19, 2010
Final Exam	100	May 10, 2010

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. 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 Spring 2010 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.

<p>Week One January 25, 2010 Syllabus Overview Class Introduction, Groups Assigned Chapter 1 Introduction to tourism management</p> <p style="text-align: center;"><i>Assignments:</i> <i>Read Chapters 1, 2 and 3 prior to next class meeting</i></p>	<p>Week Two February 1, 2010 Chapter 2 The tourism system Chapter 3 The evolution & growth of tourism Group Project #1 Assigned</p> <p style="text-align: center;"><i>Assignments:</i> <i>Read Chapters 4 & 5 prior to next class meeting</i> <i>Begin Group Project #1</i></p>
<p>Week Three February 8, 2010 Chapter 4 Destinations Chapter 5 The Tourism Product Site Visit Assignment Overviewed</p> <p style="text-align: center;"><i>Assignments:</i> <i>Read Chapter 6 prior to next class meeting</i> <i>Work on Group Project #1</i></p>	<p>Week Four February 15, 2010 Chapter 6 Tourist Markets Group Project #1 Due Review for Midterm Exam 1 Overview Group Project #2</p> <p style="text-align: center;"><i>Assignments:</i> <i>Review for Exam 1</i> <i>Work on Group Project #2</i></p>
<p>Week Five February 22, 2010 Exam 1 Topic due for Group Project #2</p> <p style="text-align: center;"><i>Assignments:</i> <i>Read Chapter 7 prior to class meeting</i> <i>Work on Group Project #2, Weekly status due</i></p>	<p>Week 6 March 1, 2010 Chapter 7 Tourism Marketing Group Project #2 -Meeting with Professor Initial Group Research Due Weekly Status Due</p> <p style="text-align: center;"><i>Assignments:</i> <i>Read Chapter 8 prior to class meeting</i> <i>Work on Group Project #2, Weekly status due</i></p>
<p>Week 7 March 8, 2010 No Class-Spring Break</p>	<p>Week 8 March 15, 2010 Site analysis visit-No class. Site visit must be completed on or before today's date!</p> <p style="text-align: center;"><i>Assignments:</i> <i>Complete Site Analysis assignment</i> <i>Work on Group Project</i></p>

<p>Week 9 March 22, 2010 Site Analysis Paper Due-AT START OF CLASS Chapter 8 Economic Impact of Tourism Group Project #2 -Meeting with Professor Weekly Status Due</p> <p style="text-align: center;"><i>Assignments</i> Read Chapter 9</p> <p><i>Work on Group Project #2, Weekly status due #2, Weekly status due</i></p>	<p>Week 10 March 29, 2010 Chapter 9 Socio-cultural impacts of tourism Review for Exam 2 Group Project #2 -Meeting with Professor/ Weekly Status Due</p> <p style="text-align: center;"><i>Assignments:</i> Review for Exam 2</p> <p><i>Work on Group Project #2, Weekly status due</i></p>
<p>Week 11 April 5, 2010 Exam 2 First 1.5 hours of class Finalize group presentations</p> <p style="text-align: center;"><i>Assignments:</i> Read Chapter 10 prior to next class meeting Groups 1-5 prepare for presentation</p> <p>Group Project #2 -Final meeting with professor Final weekly Status Due</p>	<p>Week 12 April 12, 2010 Groups 1-5 present Peer evaluation forms due for Groups 1-5 Chapter 10 Destination development</p> <p style="text-align: center;"><i>Assignments:</i> Read Chapter 11 prior to next class meeting. Groups 6-10 prepare for presentation</p>
<p>Week 13 April 19, 2010 Groups 6-10 present Peer evaluations due for Groups 6-10 Chapter 11 Sustainable Tourism</p> <p style="text-align: center;"><i>Assignments:</i> Read Chapter 12 prior to next class meeting</p>	<p>Week 14 April 26, 2010 Chapter 12 Tourism Research Review for Final Exam</p>
<p>Week 15 May 3, 2010 Final class/Final Exam Review Presentation grades posted</p>	<p>Week 16 May 10, 2010 FINAL EXAM In Classroom 7:30-10:15</p>



- ❖ All students are held to the standards of the George Mason University Honor Code.
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor.
- ❖ **STUDENTS WITH DISABILITIES:** Students having documentation on file with the Disability Resource Center should bring this to the attention of the professor at the beginning of the semester.
- ❖ <http://rht.gmu.edu/>

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, and initial again upon returning from class break. If a student arrives once class has begun, they should enter as quietly as possible notify me at class break so that I can mark them as present. 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.

Weekly Group Assignments: Each week each group will be assigned a short research project that needs to be completed prior to the next class period. In class the groups will present their project and the class will discuss the topics that are covered. All members of the group are expected to take part in the research, execution and delivery of the weekly assignments and all class members are expected to take part in the weekly discussion. Each weekly group assignment will include a short five minute presentation of the team's research followed by a class discussion. All groups will present each week, and each group member is expected to hand in the weekly team evaluation form. These assignments count towards the weekly participation grade.

Group Presentation – The group presentation is 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. In addition, each group member must hand in the weekly team evaluation form at each class meeting.

Instructor Arrival Policy – If your instructor is not in the classroom at 7:20 (TOUR 200-002) please wait 20 minutes before leaving.