

GEORGE MASON UNIVERSITY  
Department of Recreation, Health & Tourism  
**TOUR 200 001—Introduction to Travel and Tourism**  
**Spring 2011**

DAY/TIME:	W 1:30 - 4:20 p.m.	LOCATION:	Fine Arts B108
PROFESSOR:	Rebecca Kelley	EMAIL ADDRESS:	rkelley5@gmu.edu
OFFICE HOURS:	By Appointment	PHONE NUMBER:	540-729-3662

**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. Identifies 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.

## COURSE OVERVIEW

This course will provide students an opportunity to learn about the various aspects of the tourism industry. Students will engage in activities to provide learning opportunities such as a site visit and two in class presentations where they will serve as the destination manager and will need to analyze data, determine key target markets, determine site benefits and the impact the destination has on the tourist and the industry as a whole. As an introductory class, the material covered will be diverse to provide an overview of topics to be discussed in greater detail in future coursework.

## REQUIRED READINGS

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

## EVALUATION\*

Type	Points	Due Date
Participation/Attendance	25	
Group Project #1	25	February 16, 2011
Midterm Exam #1	100	February 23, 2011
Site Visit		March 23, 2011
Site Visit Paper Due	50	March 30, 2011
Midterm Exam #2	100	April 20, 2011
Group Project #2	100	
Groups 1-5		April 6, 2011
Groups 6-10		April 13, 2011
Final Exam**	100	May 11, 2011

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 2011 Exam Schedule to verify date of exam.

## Grading Scale

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

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	

## 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><b>Week One</b>  <b>January 26, 2011</b>            Syllabus Overview            Class Introduction, Groups Assigned            Chapter 1 Introduction to tourism management</p> <p style="text-align: center;"><i>Assignments:</i>            Read Chapters 1, 2 and 3 prior to next class meeting</p>	<p><b>Week Two</b>  <b>February 2, 2011</b>            Chapter 2 The tourism system            Chapter 3 The evolution &amp; growth of tourism            Group Project #1 Assigned</p> <p style="text-align: center;"><i>Assignments:</i>            Read Chapters 4 &amp; 5 prior to next class meeting            Begin Group Project #1</p>
<p><b>Week Three</b>  <b>February 9, 2011</b>            Chapter 4 Destinations            Chapter 5 The Tourism Product            Site Visit Assignment Overviewed</p> <p style="text-align: center;"><i>Assignments:</i>            Read Chapter 6 prior to next class meeting            Work on Group Project #1</p>	<p><b>Week Four</b>  <b>February 16, 2011</b>            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>            Review for Exam 1            Work on Group Project #2</p>
<p><b>Week Five</b>  <b>February 23, 2011</b>            Exam 1            Topic due for Group Project #2</p> <p style="text-align: center;"><i>Assignments:</i>            Read Chapter 7 prior to class meeting            Work on Group Project #2, Weekly status due</p>	<p><b>Week 6</b>  <b>March 2, 2011</b>            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>            Read Chapter 8 prior to class meeting            Work on Group Project #2, Weekly status due</p>
<p><b>Week 7</b>  <b>March 9, 2011</b>            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 and 10 prior to next class meeting on March 24, 2010            Work on Group Project #2, Weekly status due</p>	<p><b>Week 8</b>  <b>March 16, 2011</b>            No Class-Spring Break</p>

<p><b>Week 9</b>  <b>March 23, 2011</b>  Site analysis visit-No class. Site visit must be completed on or before today's date.</p> <p><i>Assignments:</i>  <i>Complete Site Analysis assignment</i>  <i>Work on Group Project #2, Weekly status due</i></p>	<p><b>Week 10</b>  <b>March 30, 2011</b>  Site Analysis Paper Due-AT START OF CLASS  Chapter 9 Socio-cultural impacts of tourism  Chapter 10 Destination development  Finalize group presentations</p> <p><i>Assignments:</i>  <i>Groups 1-5 prepare for presentation</i>  <i>Work on Group Project #2, Weekly status due</i></p>
<p><b>Week 11</b>  <b>April 6, 2011</b>  Groups 1-5 present  Peer evaluation forms due for Groups 1-5</p> <p><i>Assignments:</i>  <i>Groups 6-10 prepare for presentations</i></p>	<p><b>Week 12</b>  <b>April 13, 2011</b>  Groups 6-10 present  Peer evaluations due for Groups 6-10  Review for Exam 2</p> <p><i>Assignments:</i>  <i>Review for Exam 2</i></p>
<p><b>Week 13</b>  <b>April 20, 2011</b>  Exam 2 Taken on Blackboard</p> <p><i>Assignments:</i>  <i>Read Chapter 11 and 12 prior to next class meeting</i></p>	<p><b>Week 14</b>  <b>April 26, 2011</b>  Chapter 11 Sustainable Tourism  Chapter 12 Tourism Research</p> <p><i>Assignments:</i>  <i>Review for Final Exam</i></p>
<p><b>Week 15</b>  <b>May 4, 2011</b>  Final class/Final Exam Review  Presentation grades posted</p>	<p><b>Week 16</b>  <b>May 11, 2011</b>  <b>FINAL EXAM</b>  <b>In Classroom</b>  <b>1:30-4:15</b></p>

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University 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 must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

#### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <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 1:30 (TOUR 200-001) please wait 20 minutes before leaving.