

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 200-003—Introduction to Travel and Tourism (3)  
Spring 2011

|                  |                         |                |  |
|------------------|-------------------------|----------------|--|
| DAY/TIME:        | W 7:20 – 10:00 p.m.     | LOCATION:      | Art & Design 2003                                  |
| PROFESSOR:       | Dr. Abena A. Aidoo      | EMAIL ADDRESS: | <a href="mailto:aaidoo@gmu.edu">aaidoo@gmu.edu</a> |
| OFFICE LOCATION: | PW-OCC, RM. 220B        | PHONE NUMBER:  | 703-993-9047                                       |
| OFFICE HOURS:    | TR 10:30 a.m–12:30 p.m. | FAX NUMBER:    | 703-993-2025                                       |

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.

COURSE OVERVIEW

The content of this course will be presented through lectures, with the use of PowerPoint slides. Students will demonstrate their comprehension of the course material through in-class and take home assignments, which will be graded. Students will be expected to adhere to the guidelines listed at the end of the syllabus, and all additional policies handed out during the semester.

REQUIRED READINGS

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

## EVALUATION

This course will be graded on a point system, with a total of 200 possible points.

| Requirements                                    | Points     |
|---|------------|
| Exam  |            |
| #1  | 50         |
| #2  | 50         |
| <i>Group Project/Presentation</i>               | 30         |
| <i>Individual Article Analyses/Presentation</i> | 50         |
| <i>Participation/Attendance</i>                 | <u>20</u>  |
| <b>TOTAL</b>                                    | <b>200</b> |

### Grading Scale

|              |              |              |             |
|--------------|--------------|--------------|-------------|
| A+ = 195–200 | B+ = 174–179 | C+ = 154–159 | D = 120–139 |
| A = 188–194  | B = 168 -173 | C = 148-153  | F = 0–119   |
| A- = 180-187 | B- = 160–167 | C- = 140–147 |             |

### TENTATIVE COURSE SCHEDULE

| Date        | Topic   | Reading Assigned          | Other Assignments  | Due                                    |
|-------------|---|---------------------------|--|--|
| January 26  | Syllabus Overview<br>Class Introduction<br>Chapter 1 -<br>Introduction to<br>Tourism Management | Chapters 1, 2 & 3         |  |  |
| February 2  | Chapter 2 – The<br>Tourism System<br>Chapter 3 – The<br>Evolution & Growth of<br>Tourism        | Chapters 4 & 5            | <b>Individual<br/>Article Analyses/<br/>Presentation</b> |  |
| February 9  | Chapter 4 –<br>Destinations<br>Chapter 5 –The<br>Tourism Product                                | Chapter 6                 | <b>Group Projects</b>                                    |  |
| February 16 | <b>Article Presentations</b><br>Chapter 6 – Tourist<br>Markets                                  | Chapter 7                 |  | <b>Individual Article<br/>Analyses</b> |
| February 23 | Review of Midterm<br>Exam (#1)  | Review of Midterm<br>Exam |  |  |
| March 2     | <b>Midterm Exam #1</b>  | Chapter 7                 |  |  |
| March 9     | <b>Article Presentations</b><br>Chapter 7 – Tourism<br>Marketing                                | Chapter 8                 |  |  |

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

**TENTATIVE COURSE SCHEDULE**

| <b>Date</b> | <b>Topic</b>  | <b>Reading Assigned</b> | <b>Other Assignments</b> | <b>Due</b>            |
|-------------|---|-------------------------|--------------------------|-----------------------|
| March 16    | <b>NO CLASS – Spring Break</b>  |                         |                          |                       |
| March 23    | <b>Article Presentations</b><br>Chapter 8 – Economic Impact of Tourism        | Chapter 9               |                          |                       |
| March 30    | <b>Article Presentations</b><br>Chapter 9 – Socio-cultural impacts of tourism | Chapter 10              |                          |                       |
| April 6     | <b>Article Presentations</b><br>Chapter 10 – Destination Development          | Chapter 11              |                          |                       |
| April 13    | <b>Group Presentations</b>  |                         |                          | <b>Group Projects</b> |
| April 20    | Chapter 11 – Sustainable Tourism  | Chapter 12              |                          |                       |
| April 27    | Chapter 12 – Tourism Research   | Review for Final Exam   |                          |                       |
| May 4       | Final class/Final Exam Review   | None                    |                          |                       |
| May 11      | <b>FINAL EXAM (#2) – In classroom – 7:30 p.m. – 10:15 p.m.</b>                |                         |                          |                       |

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

### *Student Expectations*

- 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>].

