

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 420-001—Tourism Planning/Policy (3 credits)
Fall 2011

DAY/TIME:	TR 3:00 – 4:15 p.m.	LOCATION:	Bull Run Hall 131
PROFESSOR:	Dr. Abena Aidoo	EMAIL ADDRESS:	aaidoo@gmu.edu
OFFICE LOCATION:	PW-OCC, RM. 220B	PHONE NUMBER:	703-993-9047
OFFICE HOURS:	T 10:30 a.m.–12:30 p.m. R 10:30 a.m.–12:30 p.m.	FAX NUMBER:	703-993-2025

PREREQUISITES

PRLS 310 and TOUR 340

COURSE DESCRIPTION

This course examines the principles of planning and policy that apply to integrated and sustainable tourism development at the international, national, state, regional, local and site scale. Government, industry and community perspectives are taken into consideration.

COURSE OBJECTIVES

At the 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.

COURSE OVERVIEW

The content of this course will be presented through lectures and class discussions. PowerPoint slides will be used to provide a visual guide for the lectures and discussions. Students will demonstrate their comprehension of the course material (**from the textbook and all additional notes provided by the professor**) through in-class activities and discussions, quizzes, take-home assignments and the final exam. There will be opportunities for students to work in groups to provide avenues for growth in the areas of leadership, communication, and accountability. Students will be expected to adhere to the guidelines listed at the end of the syllabus, **as well as all additional course policies handed out during the semester.**

REQUIRED READINGS

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

****Additional Materials**

Additional readings will be made available as needed through the Reserve (or E-Reserve) at the Fenwick (Fairfax campus) and/or Mercer (Prince William campus) Libraries; posted on Blackboard (9.1); or distributed in class.

EVALUATION

This course will be graded on a point system, with a total of 100 possible percentage points.

	Points
Requirements	
Exam	
#1	30%
<i>Group Case Study Analysis Presentation and Report</i>	20%
<i>Group Tourism Plan Presentation and Report</i>	20%
<i>Quizzes (5 unannounced)</i>	15%
<i>Attendance/Participation</i>	<u>15%</u>
TOTAL	100%

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	

Details of assignments will be provided in class when they are distributed.

TENTATIVE COURSE SCHEDULE

Day	Date	Topic	Assigned Reading for the Next Class	Due
Tues	August 30	Syllabus Overview; Class Introduction Creation of Groups	Chapter 2	
Thurs	September 1	Chapter 2: Tourism As a System		
Tues	September 6	Chapter 2: Tourism As a System	Chapter 1	
Thurs	September 8	Chapter 1: The Purpose of Tourism Planning		
Tues	September 13	Chapter 1: The Purpose of Tourism Planning <i>Assigned: Group Case Studies</i>	Chapter 3	
Thurs	September 15	Chapter 3: Growth, Sustainability, Ecotourism; Environmental Considerations in Tourism Planning		
Tues	September 20	Chapter 3: Growth, Sustainability, Ecotourism; Environmental Considerations in Tourism Planning <i>Assigned: Group Tourism Plan</i>		
Thurs	September 22	Socioeconomic Considerations in Tourism Planning	Chapter 4	
Tues	September 27	Chapter 4: Tourism Policy		
Thurs	September 29	Chapter 4: Tourism Policy		
Tues	October 4	Integrating Tourism Planning and Policy		
Thurs	October 6	Guest Speaker		
Tues	October 11	No Class – Columbus Day	Chapter 5	
Thurs	October 13	Chapter 5: Regional Planning Concepts		
Tues	October 18	Chapter 5: Regional Planning Concepts		
Thurs	October 20	Regional Planning Cases – <i>Group A Case Study Analysis Presentations</i>		Case Study Analysis Reports
Tues	October 25	Guest Speaker	Chapter 7	
Thurs	October 27	Chapter 7: Destination Planning Concepts		
Tues	November 1	Chapter 7: Destination Planning Concepts		
Thurs	November 3	Destination Planning Cases – <i>Group B Case Study Analysis Presentations</i>	Chapter 9	Case Study Analysis Reports
Tues	November 8	Chapter 9: Site Planning Concepts		
Thurs	November 10	Chapter 9: Site Planning Concepts		
Tues	November 15	Site Planning Cases – <i>Group C Case Study Analysis Presentations</i>		Case Study Analysis Reports
Thurs	November 17	Human Resource Planning		
Tues	November 22	Community Awareness, Community Involvement		
Thurs	November 24	No Class – Thanksgiving Recess		
Tues	November 29	<i>Group A Tourism Plan Presentations</i>		Tourism Plans
Thurs	December 1	<i>Group B Tourism Plan Presentations</i>		Tourism Plans
Tues	December 6	<i>Group C Tourism Plan Presentations</i>		Tourism Plans
Thurs	December 8	Review for Final Exam (#1)		
Thurs	December 15	FINAL EXAM (#1) In classroom – 1:30 p.m. – 4:15 p.m.		

***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>].

