

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

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

DAY/TIME:	MW 3:00 – 4:15 p.m.	LOCATION:	Nguyen Eng. Bldg 1103
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. TH 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 area 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 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 through in-class activities and discussions, and take-home assignments. 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

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

*****Additional readings as assigned by the professor***.**

EVALUATION

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

Requirements	Points
Exam	
#1	20%
#2	20%
<i>Group Article Analysis Presentation and Report</i>	20%
<i>Group Case Study Analysis Presentation and Report</i>	20%
<i>Quizzes (4 unannounced)</i>	10%
<i>Attendance/Participation</i>	<u>10%</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	

TENTATIVE COURSE SCHEDULE

Day	Date	Topic	Assigned Reading	Due
Mon	August 29	Syllabus Overview Class Introduction Creation of Groups	Chapters 1	
Wed	August 31	Chapter 1 - Introduction to Tourism Management	Chapter 2	
Mon	September 5	NO CLASS – LABOR DAY	Chapter 2	
Wed	September 7	Chapter 2 – The Tourism System <i>Assigned: Group Article Analysis</i>	Chapters 3	
Mon	September 12	Chapter 3 – The Evolution & Growth of Tourism	Chapter 4	
Wed	September 14	Chapter 4 – Destinations	Chapter 5	
Mon	September 19	Chapter 5 –The Tourism Product	Chapter 6	
Wed	September 21	Chapter 6 – Tourist Markets		
Mon	September 26	Midterm Exam (#1) Review		
Wed	September 28	Midterm Exam #1		
Mon	October 3	No Class – Self Directed Study	Chapter 7	
Wed	October 5	Chapter 7 – Tourism Marketing	Chapter 8	
Mon	October 10	No Class-Columbus Day-CLASS MOVED TO TUES, OCT. 11, 2011		
Tues	**October 11	<i>Group Article Analysis Presentation A</i> Assigned: Group Case Studies		Article Analysis Reports
Wed	October 12	<i>Group Article Analysis Presentation B</i>		Article Analysis Reports
Mon	October 17	<i>Group Article Analysis Presentation C</i>		Article Analysis Reports
Wed	October 19	<i>Group Article Analysis Presentation D</i>		Article Analysis Reports
Mon	October 24	Chapter 8 – Economic Impact of Tourism	Chapter 9	
Wed	October 26	Chapter 9 – Socio-cultural impacts of tourism	Chapter 10	
Mon	October 31	Chapter 10 – Destination Development		
Wed	November 2	<i>Group Case Study Presentations D</i>		Case Study Reports
Mon	November 7	<i>Group Case Study Presentations C</i>		Case Study Reports
Wed	November 9	<i>Group Case Study Presentations B</i>		Case Study Reports
Mon	November 14	<i>Group Case Study Presentations A</i>		Case Study Reports
Wed	November 16	Site Visit (Required)		
Mon	November 21	Class Discussion		
Wed	November 23	NO CLASS- THANKSGIVING RECESS	Chapter 11	
Mon	November 28	Chapter 11 – Sustainable Tourism	Chapter 12	
Wed	November 30	Chapter 12 – Tourism Research	Review for Final Exam	
Mon	December 5	Guest Speaker/Class Discussion		
Wed	December 7	Final class/Final Exam Review		
Mon	December 19	FINAL EXAM – 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>].

