

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 200-002—Introduction to Travel and Tourism (3)
Spring 2012

DAY/TIME:	W 1:30 – 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:	PW: TR 10:30 a.m.– 12:00 noon FX: By Appointment	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 teams 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.**

NATURE OF COURSE DELIVERY

This course will be offered in a face-to-face or in-class format. Please note however, that on the rare occasion when due to unforeseen circumstances the class is unable to meet, the particular session will be offered online and students will be expected to follow the additional directions as provided.

REQUIRED READINGS

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

Additional Readings

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.

Requirements	Points
Exam	
#1	20%
#2	20%
<i>Group Article Analysis Presentation and Report</i>	15%
<i>Group Site Analysis Presentation and Report</i>	20%
<i>Quizzes (4 unannounced; the quiz with the lowest score will be dropped)</i>	10%
<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 handouts distributed in class.

TENTATIVE COURSE SCHEDULE

Date	Topic	Reading Assigned	Due
January 25	Introduction; Class Overview; Creation of Groups	Chapters 1 & 2	
February 1	Chapter 1 – Introduction to Tourism Management Chapter 2 – The Tourism System <i>Assigned: Group Article Analysis</i>	Chapters 3 & 4	
February 8	Chapter 3 – The Evolution and Growth of Tourism Chapter 4 – Destinations	Chapter 5 & 6	
February 15	Chapter 5 – The Tourism Product Chapter 6 – Tourist Markets		<i>Titles of Articles</i>
February 22	Class Discussion/Guest Speaker Review for Midterm <i>Assigned: Group Site Analysis</i>		
February 29	MIDTERM		
March 7	<i>Group Article Analysis Presentations</i>	Chapter 7	<i>Group Article Analysis Reports</i>
March 14	SPRING BREAK		
March 21	Class Discussion/Guest Speaker Chapter 7: Tourism Marketing	Chapters 8 & 9	
March 28	Chapter 8: Economic Impacts Chapter 9: Socio-cultural Impacts	Chapter 10	<i>Names of Sites</i>
April 4	Class Discussion/Guest Speaker Chapter 10: Destination Development	Chapter 11	
April 11	Chapter 11: Sustainable Tourism Chapter 12: Tourism Research	Chapter 12	
April 18	Class Discussion		
April 25	<i>Group Site Analysis Presentations</i>	Review for Final Exam	<i>Group Site Analysis Reports</i>
May 2	Final class/Final Exam (#2) Review	Review for Final Exam	
May 9	FINAL EXAM (#2) – <u>In classroom</u> – 1:30p.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>].

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

