

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 200-001—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-BRH, RM. 228A	PHONE NUMBER:	703-993-9047
OFFICE HOURS:	PW: T 10:30 a.m.–3:30 p.m.; OR By Appointment 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 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. Details of assignments will be provided in handouts distributed in class.**

NATURE OF COURSE DELIVERY

This course will be offered in a face-to-face or in-class format. Please note, however, that if for any 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 READING

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; or 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 Site Analysis Presentation and Report</i>	25%
<i>Quizzes (10 unannounced/unscheduled; the 2 quizzes with the lowest scores will be dropped)</i>	20%
<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	

TENTATIVE COURSE SCHEDULE

Day	Date	Topic	Assigned Reading	Due
Mon	August 27	Introduction; Class Overview		
Wed	August 29	Tutorial – Library Research; Writing Center; Presentation	Chapter 1	
Mon	September 3	NO CLASS – LABOR DAY		
Wed	September 5	Chapter 1 – Introduction to Tourism Management	Chapter 2	
Mon	September 10	Chapter 2 – The Tourism System	Chapter 3	
Wed	September 12	Chapter 3 – The Evolution and Growth of Tourism	Chapter 4	
Mon	September 17	Class Discussion <i>Assigned: Group Site Analysis</i>		
Wed	September 19	Chapter 4 – Destinations	Chapter 5	
Mon	September 24	Chapter 5 – The Tourism Product	Chapter 6	
Wed	September 26	Chapter 6 – Tourist Markets		
Mon	October 1	Guest Speaker		
Wed	October 3	Review of Midterm Exam (#1)		
Mon	October 8	NO CLASS – COLUMBUS DAY		
Tues	October 9	Self-Directed Study – No Class		
Wed	October 10	Midterm Exam (#1)	Chapter 7	
Mon	October 15	Chapter 7 – Tourism Marketing		
Wed	October 17	Guest Speaker/Class Discussion	Chapter 8	
Mon	October 22	Chapter 8 – Economic Impact of Tourism	Chapter 9	
Wed	October 24	Chapter 9 – Sociocultural Impacts of Tourism		
Mon	October 29	Class Discussion/Site Analysis Preview		
Wed	October 31	Site Visit/Class Discussion	Chapter 10	
Mon	November 5	Chapter 10 – Destination Development		
Wed	November 7	<i>Groups 1-3 Site Analysis Presentations</i>		Site Analysis Reports
Mon	November 12	<i>Groups 4-6 Site Analysis Presentations</i>		Site Analysis Reports
Wed	November 14	<i>Groups 7-9 Site Analysis Presentations</i>		Site Analysis Reports
Mon	November 19	<i>Groups 10-12 Site Analysis Presentations</i>		Site Analysis Reports
Wed	November 21	NO CLASS – THANKSGIVING RECESS	Chapter 11	
Mon	November 26	Chapter 11 – Sustainable Tourism	Chapter 12	
Wed	November 28	Chapter 12 – Tourism Research		
Mon	December 3	Class Discussion		
Wed	December 5	Final Class/Final Exam (#2) Review		
Mon	December 17	FINAL EXAM (#2) – 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>].

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.

