GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 340-001—Sustainable Tourism (3)
Fall 2012

DAY/TIME:	MW 3:00 – 4:15 p.m.	LOCATION:	Robinson B #222
INSTRUCTOR:	Dr. Peter U. C. Dieke	EMAIL ADDRESS:	pdieke@gmu.edu
OFFICE LOCATIONS:	+PW-BRH #201D, ++FX-RAC #2109	PHONE NUMBER:	703-993-4260
OFFICE HOURS:	+MW 9:15 – 10:15 a.m. ++MW 1:30 – 2:30 p.m.	FAX NUMBER:	703-993-2025

KEY: +Prince William-Bull Run Hall;
            ++Fairfax-Recreation & Athletic Complex

PREREQUISITES
TOUR 200 & TOUR 220

COURSE DESCRIPTION
Course will consider the characteristics of environmentally, economically and socio-culturally sustainable tourism and assess the possibilities and limitations for its implementation within a variety of destinations and product settings. It will also emphasize conventional "mass" tourism as well as small-scale "alternative" tourism.

COURSE OBJECTIVES
On completion of this course students should be able to:

1. Conceptualize sustainability and its relevance to tourism.
2. Analyze the *economic*, *environmental*, and *socio-cultural* contexts of sustainable tourism.
3. Evaluate the principles of sustainable tourism in relation to tourism impacts.
4. Assess the practical application of sustainable tourism principles.
5. Demonstrate an awareness of good practice in sustainable tourism management.
6. Appreciate the challenges and opportunities encountered in implementing sustainable tourism management principles in such subsectors as accommodation, transportation, and tour operations.
7. Appreciate differences in and rationale for conventional "mass" tourism versus "alternative tourism."
8. Show knowledge of current trends in community involvement in tourism planning and development.

NATURE OF COURSE DELIVERY
This is an upper-level course in tourism and events management. It will require the use of information derived from: lecture/textbook material; general print and online library resources; and external data sources. The course is also delivered in a variety of ways: lecture presentation, small group discussions, reading groups, peer reviews, research groups, writing assignments. The objective is threefold: to encourage collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as I am; and to encourage analysis and critical thinking. Thus, students are held to the standards of the George Mason University Honor Code. They are expected to attend all class sections, actively participate in class discussions, complete in-class or take-home exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due or **no credit will be given**. Detailed information about course rules, course requirements and evaluation will be provided separately in class.

REQUIRED READING
Weaver, D. B. (2006), *Sustainable Tourism (1st edition)*. Burlington, MA: Elsevier.

EVALUATION

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

Requirements	Points
11 Group Writing Assignments (Short Essays, Case Studies)	44
Group Case Study Presentation	16
Participation	20
Comprehensive Final Examination	20
TOTAL	100

Grading Scale

A+	=	97 – 100	B+	=	87 – 89	C+	=	77 – 79	D	=	60 – 69
A	=	94 – 96	B	=	84 – 86	C	=	74 – 77	F	=	0 – 59
A-	=	90 – 93	B-	=	80 – 83	C-	=	70 – 73			

A-
TENTATIVE COURSE SCHEDULE

	DATE		TOPIC	READINGS/ASSIGNMENT DUE/DISCUSSION
M	Aug	27	Introduction to the course.	
W		29	Emergence of sustainable tourism	**Read** Weaver, Chapter 1, pp. 1 – 17
M	Sept	3	**Labor Day, university closed**	
W		5	Issues in sustainable tourism	**Read** Weaver, Chapter 2, pp. 18 – 37 **Due** Assignment #1
M		10	Alternative tourism	**Read** Weaver, Chapter 3, pp. 38 – 57
W		12		**Due** Assignment #2. **Discuss** Assignment #1
M		17	Conventional mass tourism	**Read** Weaver, Chapter 4, pp. 58 – 72
W		19		**Due** Assignment #3. **Discuss** Assignment #2
M		24	The facilitating sectors	**Read** Weaver, Chapter 5, pp. 73 – 90
W		26		**Due** Assignment #4. **Discuss** Assignment #3
M	Oct	1	Attractions	**Read** Weaver, Chapter 6, pp. 91 – 109
W		3		**Due** Assignment #5. **Discuss** Assignment #4
T		9	Quality control	**Read** Weaver, Chapter 7, pp. 110 – 131
W		10		**Due** Assignment #6. **Discuss** Assignment #5
M		15	Tourist destinations	**Read** Weaver, Chapter 8, pp. 132 – 152
W		17		**Due** Assignment #7. **Discuss** Assignment #6
M		22	Spatial strategies for destinations	**Read** Weaver, Chapter 9, pp. 153 - 173
W		24		**Due** Assignment #8. **Discuss** Assignment #7
M		29	Visitor management strategies for destinations	**Read** Weaver, Chapter 10, pp. 174 – 190
W		31		**Due** Assignment #9. **Discuss** Assignment #8
M	Nov	5	Ecotourism	**Read** Weaver, Chapter 11, pp. 191-208
W		7		**Due** Assignment #10. **Discuss** Assignment #9
M		12		**Due** Assignment #11. **Discuss** Assignment #10
W		14	**Group Case Study Presentations: Groups 1-3**	
M		19	**Group Case Study Presentations: Groups 4-6**	
W		21		
M		26	**Group Case Study Presentations: Groups 7-8**	
W		28	**Group Case Study Presentations: Groups 9-10**	
M	Dec	3	**Final exam review & Course evaluation**	
W		5	**Questions and Answers**	
M		10	**Reading day**	
M		17	**Final Exam, 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.