

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 340-001—Sustainable Tourism (3)
Spring 2014

DAY/TIME:	MW 10:30 – 11:45 a.m.	LOCATION:	Robinson B #201
INSTRUCTOR:	Dr. Susan L Slocum	EMAIL ADDRESS:	sslocum@gmu.edu
OFFICE LOCATIONS:	Bull Run Hall, Rm 201D,	PHONE NUMBER:	703-993-4260
OFFICE HOURS:	+MW 1:30 – 2:30 p.m.	FAX NUMBER:	703-993-2025

KEY: +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 specified time and 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

Swarbrooke, D. B. (1999), *Sustainable Tourism Management*. Wallingford: CABI International.

EVALUATION

This course will be graded on a point system, with a total of 300 possible points. **Late work will not be accepted.**

Requirements	Points
<i>Case Study Presentations</i>	40
<i>Participation</i>	40
<i>Research Paper</i> - <i>Abstract and Outline (10 points)</i> - <i>Draft (20 points)</i> - <i>Final (70 points)</i>	70
<i>Weekly Quizzes (lowest quiz score will be removed)</i>	100
TOTAL	250

Grading Scale

A+	=	242 – 250	B+	=	217 – 224	C+	=	192 – 199	D	=	150 – 174
A	=	235 – 241	B	=	210 – 216	C	=	185 – 191	F	=	0 – 149
A-	=	225 – 234	B-	=	200 – 209	C-	=	275 – 184			

COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT

BLACKBOARD REQUIREMENTS

Every student registered for any (Tourism and Events Management program) course with a required performance-based assessment is required to submit this assessment, (group writing assignments, case study presentations, research paper and weekly on-line quizzes) to Blackboard (regardless of whether a course is an elective, a onetime course or part of an undergraduate minor). Evaluation of the performance-based assessment by the course instructor will also be completed in Blackboard. Failure to submit the assessment to Blackboard will result in the course instructor reporting the course grade as Incomplete (IN). Unless the IN grade is changed upon completion of the required Blackboard submission, the IN will convert to an F nine weeks into the following semester.

GMU POLICIES AND RESOURCES FOR STUDENTS

- a. Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honorcode/>].
- b. Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- c. 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.

- d. 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/>].
- e. 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/>].
- f. Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- g. 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/>].

PROFESSIONAL DISPOSITIONS

Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT

The College of Education & Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles. <http://cehd.gmu.edu/values/>

For additional information on the College of Education and Human Development, School of Recreation, Health, & Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROPOSED CLASS SCHEDULE – Readings are expected to be completed before Monday’s class

Week	Date		Topic/Learning Experiences	Readings and Assignments	
1	W	Jan	22	Introduction to the course	
2	M W		27 29	Emergence of sustainable tourism Issues in sustainable tourism	Read Swarbrooke Chapter 1 pp. 3 - 11/ Chapter 2, pp. 12 – 23 Chapter 3 pp. 24 – 40
3	M W	Feb	3 5	Economics Group Discussion – 5	Read Swarbrooke Chapter 6 pp. 59 – 68 Chapter 23 pp. 245 – 250

4			10 12	The environment and spatial strategies Group Discussion – 6	Read Swarbrooke Chapter 5 pp. 47-58 Chapter 22 pp. 138 – 244
5	M W		17 19	The social dimension and the host Group Discussion – 7	Read Swarbrooke Chapter 7 pp. 69 – 82 Chapter 11 pp. 123 – 134 Abstract/Outline due 2/19 at 11:59pm
6	M W		24 26	Governance Group Discussion - 8	Read Swarbrooke Chapter 8 pp. 87 - 103 Chapter 24 pp. 253 – 268
7	M W		3 5	Movie – Jamaica for Sale Movie – Jamaica for Sale	
8	M W	Mar	10 12	Spring Break – No class Spring Break – No class	
9	M W		17 19	Conventional mass tourism Group Discussion - 9	Read Swarbrooke Chapter 9 pp. 104 – 114/Chapter 26 pp. 276 – 287 Draft due 3/19 at 11:59pm
10	M W		24 26	Events and all-inclusive resorts Group Discussion – 1	Read Swarbrooke Chapter 28 pp. 299-306/ Chapter 31 pp. 330-335 Last day to withdraw, 3/28
11	M W	Apr	31 2	Alternative tourism Group Discussion – 2	Read Swarbrooke Chapter 29 & 30, pp. 306 – 329
12	M W		7 9	Tourist destinations Group Discussion – 3	Read Swarbrooke Chapter 21 pp. 230 - 237 Chapter 25 pp. 268 - 275
13	M W		14 16	The tourist Group Discussion – 4	Read Swarbrooke Chapter 13 pp. 142 – 150 Chapter 20 pp. 215-229 Research Paper Due by 4/13 at 11:59pm
14	M W		21 23	Group 1& 2 Presentation Group 3 & 4 Presentation	Chapter 4 pp. 41 – 44/
15	M W		28 30	Group 5 & 6 Presentation Group 7 & 8 Presentation	Course evaluation
16	M	May	5	Group 9 Presentation	

Note: Faculty reserves the right to alter the schedule as necessary.