

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 420-001—TOURISM PLANNING AND POLICY (3)
SPRING 2015

DAY/TIME:	TR 1:30 p.m. – 2:45 p.m.	LOCATION:	Occoquan Building 302
PROFESSOR:	Dr. Abena A. Aidoo	EMAIL ADDRESS:	aaidoo@gmu.edu
OFFICE LOCATION:	PW-BRH, RM. 228A	PHONE NUMBER:	703-993-9047
OFFICE HOURS:	PW: TR 11:30a.m.–12:30p.m. FX: By Appointment	FAX NUMBER:	703-993-2025

PREREQUISITES

PRLS 310 and TOUR 340

COURSE DESCRIPTION

This course examines the principles of planning and policy that apply to integrated and sustainable tourism development at the international, national, state, regional, local and site scale. Government, industry and community perspectives are taken into consideration.

COURSE OBJECTIVES

At the completion of this course students should be able to:

1. Understand the concepts of tourism planning and tourism policy;
2. Explain the relationship between policy for, and planning of, tourism;
3. Develop their power of analysis in relation to tourism development planning; and
4. Appreciate tourism policy planning implementation guidelines and associated challenges within a variety of local, regional, national, and international settings.

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, and may be made available to students when, and as, deemed necessary by the professor. Students will demonstrate their comprehension of the course material through in-class activities and discussions, take-home assignments, quizzes, and exams. 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 in the syllabus, **as well as all additional course policies provided during the semester. Detailed instructions for assignments will be posted on Blackboard.**

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 READINGS

Edgell, Sr., D. L., & Swanson, J. R. (2013). *Tourism policy and planning: yesterday, today and tomorrow*. (2nd ed.). New York, NY: Routledge.

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**.

Assignments	Points
A. Examination	
Midterm (A1) <i>--The exam will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from the beginning of the semester to the date of the review for the midterm exam. Questions will be in the form of Multiple Choice questions, or True-or-False statements, or Short Essay questions, OR a combination of the different formats. The time allotted will depend on the type(s) and/or number of questions.</i>	20%
Final (A2) <i>--The exam will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from the Midterm Examination to the date of the review for the final exam. <u>However, information from before the Midterm Examination may be included.</u> Questions will be in the form of Multiple Choice questions, or True-or-False statements, or Short Essay questions, OR a combination of the different formats. The time allotted will depend on the type(s) and/or number of questions.</i>	20%
B. Country Tourism Policy Analysis Paper and Presentation <i>-- Students, working in groups, will conduct an analysis of the tourism policy of a country (the USA is excluded). Each group will then present their paper (using PowerPoint slides) to the rest of the class. Both the report and presentation will be due on the applicable date stated on the Tentative Course Schedule. Detailed instructions for the paper and presentation will be provided at a later date, via Blackboard. Students will be expected to present wearing a Business Suit (business professional attire).</i>	25%
C. Quizzes <i>-- Students will be expected to take five (5) <u>unscheduled</u> quizzes based on the text, and other material covered in class and through assignments. Quizzes will be taken on Blackboard and will be timed. Quiz questions will be in the form of Multiple Choice questions, or True-or-False statements, or Short Essay questions, OR a combination of the different formats. The time allotted will depend on the type(s) and/or number of questions. The quiz with the lowest score will be dropped.</i>	20%
D. Attendance/Participation <i>-- Participation points will be scored based on students' active participation in class discussions reflected through written responses during in-class activities and/or for take-home assignments. These written responses will be submitted individually or as a group. Students will be informed of how many participation points each activity/assignment is worth. ONLY responses that are submitted, when they are due, will receive the points. There will be no scheduled dates for these activities. Participation points will also be received from the average of their group members' evaluation of their performance in the group.</i>	
<i>-- Students will also receive specific and separate points for Attendance.</i>	<u>15%</u>
TOTAL	100%
**A comprehensive list of course and classroom requirements and policies will be provided with the Syllabus on Blackboard.	
***Detailed instructions for assignments will be provided at a later date, via Blackboard. ***	

Grading Scale

A = 94 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 86	C = 74 – 76	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

Formula for Calculating Percentage Score for Each Assignment:

- ✓ *If, Percentage Score for Each Assignment = %*
- ✓ *And, Total Score for an Assignment (e.g. midterm examination) = X*
- ✓ *And, Score Received by Student for the Assignment = Y*
- ✓ *And, Highest Percentage Score Possible for Assignment = Z*

Then » $\% = (Y * Z) \div X$

TENTATIVE COURSE SCHEDULE

Day	Date	Topic	Reading(s) Done for Next Class	What is Due?
Tues	January 20	Introductions; Class Overview; Library and Writing Tutorials	Chapters 1 & 4	
Thurs	January 22	Chapters 1 & 4: Introduction to Tourism and Tourism Policy	Chapters 1 & 4	
Tues	January 27	Creation of Groups Chapters 1 & 4: Introduction to Tourism and Tourism Policy	Chapters 1 & 4	
Thurs	January 29	Chapters 1 & 4: Introduction to Tourism and Tourism Policy/Class Discussion	Chap. 2	
Tues	February 3	Chapter 2: Tourism Policy Issues of Yesterday	Chap. 2	
Thurs	February 5	Chapter 2: Tourism Policy Issues of Yesterday		
Tues	February 10	Class Discussion <i>Tourism Policy Analysis Instructions Posted</i>	Chap. 3	
Thurs	February 12	Chapter 3: Tourism Policy Issues for Today	Chap. 3	
Tues	February 17	Chapter 3: Tourism Policy Issues for Today/ Class Discussion	Chap. 9	
Thurs	February 19	Chapter 9: The International Tourism Policy Process	Chap. 5	
Tues	February 24	Chapter 5: Political and Foreign Policy Implications of Tourism	Chap. 5	Name of Country Submitted
Thurs	February 26	Chapter 5: Political and Foreign Policy Implications of Tourism		
Tues	March 3	Class Discussion Review for Midterm Examination	Chap. 7	
Thurs	March 5	MIDTERM EXAMINATION (A1) – In Classroom		
Tues	March 10	SPRING BREAK		
Thurs	March 12			
Tues	March 17	Chapter 7: Barriers and Obstacles to International Travel	Chap. 7	
Thurs	March 19	Chapter 7: Barriers and Obstacles to International Travel/Class Discussion	Chap. 8	
Tues	March 24	Guest Speaker	Chap. 8	
Thurs	March 26	Chapter 8: Affecting and Influencing Policy		
Tues	March 31	Chapter 8: Affecting and Influencing Policy/Class Discussion	Chap. 10	
Thurs	April 2	Chapter 10: Strategic Tourism Planning	Chap. 10	
Tues	April 7	Chapter 10: Strategic Tourism Planning	Chap. 11	
Thurs	April 9	Planning Steps/Chapter 11: Transformative Leadership		
Tues	April 14	Community Awareness and Involvement		
Thurs	April 16	Guest Speaker		
Tues	April 21	****Groups 1-3 Tourism Policy Presentations		<i>Policy Papers (1-3)</i>
Thurs	April 23	****Groups 4-6 Tourism Policy Presentations		<i>Policy Papers (4-6)</i>
Tues	April 28	***Groups 7-8 Tourism Policy Presentations <i>Class Discussion</i>	Chap. 12	<i>Policy Papers (7-8)</i>
Thurs	April 30	Chapter 12: Future World Tourism Policy Review for Final Examination		
Tues	May 12	FINAL EXAMINATION (A2) <u>In classroom</u> – 1:30p.m. – 4:15p.m.		

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

*****The scheduling for the Group Presentations is subject to change and depends on enrolment after the Last Day to Add (a course).**

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- 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/policies/responsible-use-of-computing/>].
- 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.

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>].

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

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.

