GEORGE MASON UNIVERSITY | School of Recreation, Health, and Tourism

TOUR 340-001—Sustainable Tourism (3 credits) / Spring 2015

INSTRUCTOR
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PREREQUISITES: TOUR 200 & TOUR 220

COURSE DESCRIPTION

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

NATURE OF COURSE DELIVERY

This is an upper-level asynchronous online 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. Using Blackboard, students are expected to complete assignments weekly and be engaged in course activities throughout the semester. The online course is also delivered in a variety of ways: instructional video lecture presentations, online blogs, reflective activities, peer reviews, research groups, and writing assignments. The objective is threefold: to encourage collaborative and supportive online 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 actively participate and complete weekly online activities and fulfill all assignments online. **Assignments must be turned in at the specified time and date due via Blackboard or no credit will be given**. Watch the video "How to Take this Course" for detailed information about course rules, course requirements and evaluation.

COURSE EXPECTATIONS

1. To encourage collaborative and supportive online learning environment among students;
2. To underscore that students are as responsible for their learning as I am; and
3. To encourage analysis and critical thinking.
4. Student athletes and student government officers who have duties that occasionally conflict with the class schedule must formally bring this to the attention of the instructor during the first week of the semester.
5. Official e-mail communications from the instructor will be sent to students' GMU-assigned e-mail addresses. Students are responsible to check their e-mail inbox and to ensure that there is room to receive incoming correspondence.
6. No make-ups for missed exam or assignments will be allowed unless failure to take the exams or do the assignments is due to an extreme situation, e.g. military mobilization, jury duty, serious and contagious illness, the proven death of a very near and dear relative. That said, proof MUST be shown.

BLACKBOARD LOGIN INSTRUCTIONS

Access to MyMason and GMU email are required to participate successfully in this course. Please make sure to update your computer and prepare yourself to begin using the online format BEFORE the first day of class. Check the IT Support Center website.

Navigate to the Student Support page for help and information about Blackboard. In the menu bar to the left you will find all the tools you need to become familiar with for this course. Take time to learn each. Make sure you run a system check a few days before class. Become familiar with the attributes of Blackboard and online learning.

REQUIRED READING

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

TECHNOLOGY REQUIREMENTS

Hardware: You will need access to a Windows or Macintosh computer with at least 2 GB of RAM and access to a fast and reliable broadband internet connection (e.g., cable, DSL). A larger screen is recommended for better visibility of course material. You will need speakers or headphones to hear recorded content and a headset with a microphone is recommended for the best experience. For the amount of Hard Disk Space required taking a distance education course, consider and allow for:

1. the storage amount needed to install any additional software and
2. space to store work that you will do for the course.

If you consider the purchase of a new computer, please go to Technology Buying Guide to see recommendations.

Software: Many courses use Blackboard as the learning management system. You will need a browser and operating system that are listed compatible or certified with the Blackboard version available on the myMason Portal. See supported browsers and operating systems. Log in to myMason to access your registered courses. Some courses may use other learning management systems. Check the syllabus or contact the instructor for details. Online courses typically use Acrobat Reader, Flash, Java, and Windows Media Player, QuickTime and/or Real Media Player. Your computer should be capable of running current versions of those applications. Also, make sure your computer is protected from viruses by downloading the latest version of Symantec Endpoint Protection/Anti-Virus software for free here.

Students owning Macs or Linux should be aware that some courses may use software that only runs on Windows. You can set up a Mac computer with Boot Camp or virtualization software so Windows will also run on it. Watch this video about using Windows on a Mac. Computers running Linux can also be configured with virtualization software or configured to dual boot with Windows.

Note: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.

Course-specific Hardware/Software

Check the syllabus for your course or contact the instructor prior to the start of the course to find out about specific technical requirements for your class. Hardware or software required for your course or program may be available for purchase at Patriot Computers (the University's computer store that offers educational discounts and special deals).

PROPOSED CLASS SCHEDULE

WEEKLY MODULES	TOPICS	READINGS	ASSIGNMENTS DUE	ACTIVITIES DUE
MODULE 1 1/21 – 1/27	Introduction to the course	No readings this week	Blogs: Instructor Sample Initial Entries Due 1/27	Students' Introductions
MODULE 2 1/28 – 2/3	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	Final group projects: groups assigned Blogs: Responses to Instructor Sample Initial Entry Due 2/3 Blogs: Group 1 Initial Entries Due 2/3	Quiz 1 Module 2 Reflective Activity
MODULE 3 2/4 - 10	Economics	**Read** Swarbrooke Chapter 6 pp. 59 – 68 Chapter 23 pp. 245 – 250	Blogs: Responses to Group 1 Initial Entry Due 2/10 Blogs: Group 2 Initial Entries Due 2/10	Quiz 2 Module 3 Reflective Activity

MODULE 4 2/11 - 17	The environment and spatial strategies	**Read** Swarbrooke Chapter 5 pp. 47-58 Chapter 22 pp. 238 – 244	Blogs: Responses to Group 2 Initial Entry Due 2/17 Blogs: Group 3 Initial Entries Due 2/17	Quiz 3 Module 4 Reflective Activity
MODULE 5 2/18 – 2/24	The social dimension and the host	**Read** Swarbrooke Chapter 7 pp. 69 – 82 Chapter 11 pp. 123 – 134	Blogs: Responses to Group 3 Initial Entry Due 2/24 Blogs: Group 4 Initial Entries Due 2/24 **Research Paper Abstract and Outline** Due 2/24	Quiz 4 Module 5 Reflective Activity
MODULE 6 2/25-3/3	Governance	Read Swarbrooke Chapter 8 pp. 87 - 103 Chapter 24 pp. 253 – 268	Blogs: Responses to Group 4 Initial Entry Due 3/3 Blogs: Group 5 Initial Entries Due 3/3	Quiz 5 Module 6 Reflective Activity
MODULE 7 3/18-24		Movie – Jamaica for Sale	Blogs: Responses to Group 5 Initial Entry Due 3/24	Module 7 Reflective Activity
MODULE 8 3/25-31	Conventional mass tourism	**Read** Swarbrooke Chapter 9 pp. 104 – 114 Chapter 26 pp. 276 – 287	**Research Paper Draft (safe-assign)** as the final paper – rubric – 20 points	Quiz 6 Module 8 Reflective Activity
MODULE 9 4/1-7	Green Certification	**Read** Swarbrooke Chapter 27 pp. 288-298 Chapter 28 pp. 299-306 Chapter 31 pp. 330-335 Chapter 32 pp. 336-341		Quiz 7 Module 9 Reflective Activity
MODULE 10 4/8-14	Alternative tourism	**Read** Swarbrooke Chapter 29 pp. 306 - 317 Chapter 30 pp. 318 – 329	Blogs: Group 4 Initial Entries Due 4/14	Quiz 8 Module 10 Reflective Activity
MODULE 11 4/15 - 21	Tourist destinations	**Read** Swarbrooke Chapter 21 pp. 230 - 237 Chapter 20 pp. 215-229		Quiz 9 Module 11 Reflective Activity

MODULE 12 4/15-21	The tourist	**Read** Swarbrooke Chapter 13 pp. 142 – 150 Chapter 25 pp. 268 – 275	Research Paper 40 points **by 4/21 at 11:59pm**	Quiz 10
MODULE 13 4/22-28	Food Tourism	**Read** Swarbrooke Chapter 4 pp. 41 – 44 Chapter 33 pp. 342 – 347 Chapter 34 pp. 348-360	**Final Group Projects** 4/28	Quiz 11
MODULE 14 4/29-5/5		**Course evaluation**		
MODULE 15 5/6-5/13		**Course evaluation**	Peer review of group projects presentations Peer evaluation of group members 5/13 11:59pm EST	

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

ASSIGNMENTS AND GRADING

This course will be graded on a point (and <u>NOT</u> on a percentage) system, with a total of 250 possible points. There are 4 grading requirements, namely: (1) participation; (2) online reflective activities; (3) weekly quizzes; (4) final group presentations; (5) research paper. Each requirement is briefly introduced below.

1. Participation (40 points) includes:

A. Blogs: Each student will be required to submit one initial blog entry on an assigned week. In addition, each student is responsible for replying to ALL others students' blogs every week. The due date for your initial blog entry is assigned based on your group number. However, this is an individual activity, so that on each week, each member of the group will submit an independent blog entry. For example, during module 4, each member of group 4 will be required to submit an individual blog entry. All students not in group 4 will need to read the blog and all associated material and then provide a comment.

B. Reflective Activities: Within each module, there is one reflection question. You are required to respond to each question. Your answers will be graded based upon quality, depth and application to the subject material. These questions should be addressed upon completion of the corresponding module. All reflection questions will close and be graded two weeks before the last day of class **(May 13, 2015).**

C. Peer review of final group projects: All final group projects are peer graded by the members of this class. You will be sent a SurveyMonkey link prior to the start of final group projects presentations. You are responsible for viewing all group projects presentations and submitting your grades via the SurveyMonkey link **May 13, 2014**

D. Peer evaluation of your group members: You will be sent an additional SurveyMonkey link for evaluation of each member of your own group by **May 13, 2014**

2. Quizzes (100 points): At the end of each module, you are required to complete a 10-point quiz based on both the reading assignments and the lectures. These quizzes are timed (20 minutes) and you are allowed one attempt at each quiz. Therefore, you are encouraged to study the materials before starting the quiz. There are 11 modules, therefore, 11 quizzes. The lowest score will be dropped resulting in 10 graded quizzes.

3. Final group projects (40 points): By the end of the second week of the semester you will be assigned to a group. Each group is required to prepare and present a 30-minute group presentation. No formal written paper is required. The presentation is in case-study format based on the topic of your choice. As a group, you are required to upload a narrated power point presentation to Blackboard Discussion Board for peers' review and evaluation. The project guidelines are available in Blackboard under the COURSE INFORMATION section.

4. Research paper (70 points): You are required to research a topic of your choice related to tourism and sustainability. The paper will be submitted in three separate phases via SafeAssign. The research paper guidelines are available in Blackboard under the COURSE INFORMATION section.

> Note: SafeAsasign will also will help you to identify how to properly attribute sources rather than paraphrase as well as to make sure that you are compliant with GMU's Honor Code. Please check the due dates for each phase.

- ❖ Phase 1 – Abstract and outline:
    - o An abstract of 100 words will concisely describe the topic to be covered, the general arguments and the conclusion that the paper will draw.   The outline will consist of the topic sentences for each paragraph to be included in the paper.
    - o Total points for abstract and outline – 10 points
- ❖ Phase 2 – First Draft
    - o A rough draft of the paper will need to be submitted. It should be formatted as if it were the final paper and include all subject material, references and be appropriatly cited.
    - o Total points for first draft – 20 points
- ❖ Phase 3 – Final Draft
    - o Total points for final draft – 40 points

GRADING

This course will be graded on a point system, with a total of 250 possible points. **Late work will not be accepted.**

Requirements	Points
Participation	40
Quizzes	100
Final Group Projects	40
Research Paper - Abstract and Outline (10 points) - First Draft (20 points) - Final Draft (70 points)	70
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			

COURSE POLICIES

Late Assignments: All assignments must be turned in on the due date given on the assignment sheet. **Late work will not be accepted.**

Instructor-Student Communication: I will respond to your emails within 48 hours. If I will be away from email for more than one day, I will post an announcement in the Blackboard course folder. Before sending an email, please check the following (available on your Blackboard course menu) **unless the email is of a personal nature**:
1. Syllabus
2. Ask Professor
3. On-demand Blackboard videos on how to use Blackboard features, and Technical Requirements.

Feel free to respond to other students in the Ask Professor forum if you know the answer.

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. Academic Honesty: You are expected to be familiar with and abide by the University's Honor Code. The Code can be found here. It is your responsibility to see me if you have questions about these policies.
b. Students must follow the university policy for Responsible Use of Computing
c. Administrative information
d. Student services: The University provides range of services to help you succeed academically and you should make use of these if you think they could benefit you. I also invite you to speak to me (the earlier the better).
e. 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.
f. 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.   Counseling Center: Student Union I, Room 364, 703-993-2380. Web-site here.

g. 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.

h. Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

i. 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. University Writing Center: Robinson Hall Room A114, 703-993-1200. The writing center includes assistance for students for whom English is a second language.

j. Diversity: George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.

k. Other Considerations: If there are any issues related to religious holidays, please inform the instructor the first week of class.

l. Student Privacy: The Family Educational Rights and Privacy Act of 1974 (FERPA), also known as the "Buckley Amendment," is a federal law that gives protection to student educational records and provides students with certain rights. [See http://registrar.gmu.edu/privacy]. FERPA protects your privacy and keeps your information confidential. A student interested in posing a question about the course to the instructor should do so via e-mail or in a one-on-one in person conversation. Such question should not be posted to the Ask Professor forum.

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.