

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 200-001—Introduction to Travel and Tourism (3 credits)
Fall 2015

DAY/TIME:	T&TH 1:30pm – 2:45pm	LOCATION:	Krug Hall 7
PROFESSOR:	Adriane Alfred	EMAIL ADDRESS:	Aalfred2@gmu.edu
		PHONE NUMBER:	202-582-1599

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, 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, 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 under certain circumstances particular sessions may be offered online, and in that case, students will be expected to follow the additional directions as provided.

REQUIRED READINGS

Weaver, D. W. & Lawton, L. (2009). *Tourism Management* (5th ed.): John Wiley & Sons Australia, Ltd. ISBN: 978-1119121121

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.

		Points
	Requirements	
	Exams	
	Midterm	
#	Students will be tested on material covered up to the date scheduled for the Midterm exam. Questions will include Multiple Choice, 'True or False' and Short Essay Answer formats.	25%
1		
	Final	
#	Students will be tested on material covered from the midterm up to the date scheduled for the Final exam. However, the professor may include material covered before the midterm if deemed necessary. Questions will include Multiple Choice, 'True or False' and Short Essay Answer formats.	25%
2		

EVALUATION (continued)

Group Field Study - Site Analysis Report and Presentation

Students, working in groups, will conduct an analysis of tourist sites. Each group will **select and visit** one site, and conduct an analysis based on instructions that will be provided through Blackboard, using the concepts discussed in class and in the text. Each group will then present its analysis (using PowerPoint slides only) to the rest of the class. All sites chosen will have to be within the Washington, D.C. Metropolitan Area. Detailed instructions for the site analysis will be provided at a later date. Students will be expected to present wearing a suit (business professional attire). 25%

Attendance & Participation

Participation points will be scored based on students' **active** participation in class discussions reflected through written responses during in-class activities (5%) and for take-home assignment (10%). Each student will also present a case study as assigned by the professor (10%). There will be no scheduled dates for these activities. Participation points will also be received from group member evaluations. 25%

TOTAL

100%

*****A comprehensive list of course and classroom requirements and policies will be provided together with the Syllabus and on 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	

*****Detailed instructions for assignments will be provided in handouts posted on Blackboard.**

GRADE CALCULATION FORMULA

- Percentage Score for Each Grade Requirement/Assignment = %
- Total Score Student Receives for the Particular Assignment = A
- Highest Possible Percentage Score Assigned for the Particular Assignment = B
- Highest Possible Score for the Particular Assignment = C

$$\circ \quad \% = (A * B) \div C$$

TENTATIVE COURSE SCHEDULE

Day	Date	Topic	Assigned Reading for Next Class	Due from Students
Tues	September 2	Introduction; Class Overview & University System	Chapter 1	
Thurs	September 4	Chapter 1 – Introduction to Tourism Management	Chapter 2	
Tues	September 8	Chapter 2 – The Tourism System	Chapter 3	
Thurs	September 15	Chapter 3 – The Evolution and Growth of Tourism	Chapter 4	
Tues	September 22	Chapter 4 – Destinations	Case Studies	
Thurs	September 24	Class Discussion & Presenters	Chapter 5	Case Study
Tues	September 29	Chapter 5 – The Tourism Product	Chapter 6	
Thurs	October 1	Chapter 6 – Tourist Markets	UNWTO/ Case Studies	
Tues	October 6	Class Discussion & Presenters		Case Study
Thurs	October 8	Field Study Project Instructions		
Tues	October 13	Field Study Project – Site Visits		On Own
Thurs	October 15	Review of Midterm Exam (#1)		Ready for Mid Term
Tues	October 20	MIDTERM EXAM (# 1)	Case Studies Chapter 7	
Thurs	October 22	Class Discussion & Presenters Chapter 7 – Tourism Marketing	Chapter 8	Case Study
Tues	October 27	Chapter 8 – Economic Impact of Tourism	Chapter 9	
Thurs	October 29	Chapter 9 – Sociocultural and Environmental Impacts of Tourism	Case Studies	
Tues	November 3	Class Discussion & Presenters	Chapter 10	Case Study
Thurs	November 5	Chapter 10 – Destination Development	Case Studies	

TENTATIVE COURSE SCHEDULE			<i>(continued)</i>	
<u>Day</u>	<u>Date</u>	<u>Topic</u>	<u>Assigned Reading for Next Class</u>	<u>Due from Students</u>
Tues	November 10	Presenters & Field Study Check In	Chapter 11	Case Study
Thurs	November 12	Chapter 11 – Sustainable Tourism	Chapter 12 Case Studies	
Tues	November 17	Class Discussion & Presenters Chapter 12 – Tourism Research		Case Study
Thurs	November 19	Field Study Presentation Final Prep	Special Project	
Tue	November 24	Special Project via Blackbaord		
Thurs	November 26	NO CLASS HOLIDAY		
Tues	December 1	<i>Groups 1-3 Site Analysis Presentations</i>		Site Analysis Reports
Thurs	December 3	<i>Groups 4-6 Site Analysis Presentations</i>		Site Analysis Reports
Tues	December 8	<i>Groups 7-9 Site Analysis Presentations</i>		Site Analysis Reports
Thurs	December 10	Peer Review & Discussion Final Exam Prep Part #1	Case Studies	Site Analysis Reports
Tues	December 15	Final Exam Prep Part #2 & Presenters		Case Study
Thurs	December 17	FINAL EXAM (#2) – <i>In classroom</i> – 1:30 p.m. – 4:15 p.m.		

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.

