

Spring 2016

DAY/TIME:	Mon & Wed 10:30 am – 11:45 am	LOCATION:	Robinson Hall B201
PROFESSOR	John F. Byrne	E-MAIL ADDRESS:	jbyrne4@gmu.edu
OFFICE LOCATION:	By arrangement	PHONE NUMBER:	Please use e-mail
OFFICE HOURS:	By appointment	FAX NUMBER:	None

#### PREREQUISITES/COREQUISITES

TOUR 200 & TOUR 220

#### COURSE DESCRIPTION

Considers the characteristics of environmentally, economically and socioculturally sustainable tourism, and assess the possibilities and limitations for its implementation in a variety of destination and product settings. Emphasizes 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 course in tourism and events management. It will require the use of information derived from: lectures and textbook material; general print and online library resources; and external data sources. The course is also delivered in a variety of ways: lecture presentation, student presentations, small group discussions, peer reviews, research groups, and 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 READINGS**

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

**EVALUATION**

	Requirements	Percent
Presentation and discussion		20
Mid-term Exam		25
Final group video project		15
Research paper		15
Final Exam		25
		100

**GRADING SCALE**

A	= 94 – 100	B+	= 88 – 89	C+	= 78 – 79	D	= 60 – 69
A-	= 90 – 93	B	= 84 – 87	C	= 74 – 77	F	= 0 – 59
		B-	= 80 – 83	C-	= 70 – 73		

**TENTATIVE COURSE SCHEDULE**

Readings are expected to be completed before each class

<b>Week</b>	<b>Date</b>			<b>Topic of the Day</b>	<b>Reading Assignments</b>
1	W	Jan	20	Introduction to the course	
2	M		25	Emergence of Sustainable Tourism & Issues in Sustainable Tourism	Read Swarbrooke Chapter 1 pp. 3 – 11 Historical Background Chapter 2 pp. 12 – 23 The Nature and Scope of Sustainable Tourism Chapter 3 pp. 24 – 40 A Critique of Current Thinking in Sustainable Tourism Management
	W		27		
3	M	Feb	1	Economics	Read Swarbrooke Chapter 6 pp. 59 – 68 The Economic Dimension Chapter 23 pp. 245 – 250 Financial Management
	W		3	Individual Presentations – Group 1	
4	M		8	The Environment and Operations	Read Swarbrooke Chapter 5 pp. 47-58 The Environmental Dimension Chapter 22 pp. 238 – 244 Operations Management
	W		10	Individual Presentations – Group 2	

<b>Week</b>	<b>Date</b>			<b>Topic of the Day</b>	<b>Reading Assignments</b>
5	M	Feb	15	Human Resources and Marketing	Read Swarbrooke Chapter 21 pp. 230 – 237
	W		17	Individual Presentations – Group 3	Human Resource Management Chapter 20 pp. 215-229 Marketing Management
6	M		22	Social Impacts and Host Community	Read Swarbrooke Chapter 7 pp. 69 – 82
	W		24	Individual Presentations – Group 4	The Social Dimension Chapter 11 pp. 123 – 134 The Host Community
7	M		29	Summary	
	W	Mar	2	Mid Term Exam	
8	M		7	Spring Break – No class	
	W		9	Spring Break – No class	
9	M		14	Governance and Destinations	Read Swarbrooke Chapter 8 pp. 87 - 103
	W		16	Individual Presentations – Group 5	The Public Sector Chapter 24 pp. 253 – 268 Tourist Destinations
10	M		21	Conventional Mass Tourism	Read Swarbrooke Chapter 9 pp. 104 – 114
	W		23	Individual Presentations – Group 1	The Industry Chapter 26 pp. 276 – 287 Tour Operations
11	M		28	Sustainable Tourism in the Hospitality Sector	Read Swarbrooke Chapter 27 pp. 288-298 Transport
	W		30	Individual Presentations – Group 2	Chapter 28 pp. 299-306 Hospitality Chapter 31 pp. 330-335 All-inclusive and Self- contained Resort Complexes Chapter 32 pp. 336-341 Business Tourism
12	M	Apr	4	Alternative Tourism	Read Swarbrooke Chapter 29 pp. 306 – 317
	W		6	Individual Presentations – Group 3	Cultural Tourism Chapter 30 pp. 318 – 329 Ecotourism

<b>Week</b>	<b>Date</b>			<b>Topic of the Day</b>	<b>Reading Assignments</b>
13	M	Apr	11	The Tourist and Visitor Attractions	Read Swarbrooke Chapter 13 pp. 142 – 150
	W		13	Individual Presentations – Group 4	The Tourist Chapter 25 pp. 268 – 275 Visitor Attractions
14	M		18	Conclusions and the Future	Read Swarbrooke Chapter 4 pp. 41 – 44
	W		20	Individual Presentations – Group 5	Towards a New Approach to Sustainable Tourism Management Chapter 33 pp. 342 – 347 Conclusions Chapter 34 pp. 348-360 The Future of Sustainable Tourism
15	M		25	Groups 1, 2 & 3 Video Presentations	
	W		27	Groups 4 & 5 Video Presentations	
16	M	May	2	Summary	
	W		4	Final Exam	10:30 am to 1:15 pm

*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://oai.gmu.edu/the-mason-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.

