

**George Mason University**  
**College of Education and Human Development**  
Hospitality, Tourism, and Events Management

TOUR 352 (002) – Heritage and Cultural Management

3 Credits

FALL 2016

Tuesday/Thursday 3:00 p.m. – 4:15 p.m. (Thompson Hall L028)

**Faculty**

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Office hours: By Appointment

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**Prerequisites/Corequisites**

D or higher in TOUR 200 and TOUR 220

**University Catalog Course Description**

Analyzes historical and cultural attractions, including museums, canals, monuments, pilgrimage sites, military sites, and cultural and heritage landscapes. Covers presentation and interpretation, African-American and Native American heritage, management and operational considerations, and marketing.

**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.**

**\*\*\*Students must note that there is a potential field trip scheduled to Manassas or D.C. for this course. In that case, students will have to make their own transportation arrangements.**

## Course Delivery Method

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.

## Learner Outcomes or Objectives

This course is designed to enable students to do the following:

1. Understand the reciprocal impacts of tourism and culture;
2. Identify marketable heritage and cultural resources and their relative contributions to the tourism experience;
3. Discuss the challenges that are encountered in the process of identification and implementation of cultural and heritage tourism;
4. Assess the tourism potential of cultural/heritage assets and evaluate cultural/heritage tourism programs and/or products;
5. Articulate the concept of sustainable management for cultural and heritage tourism.

## Required Texts

Timothy, D. J. (2011). *Cultural Heritage and Tourism*. Channel View Publications.

### \*\*\*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; or posted on Blackboard (9.1); or distributed in class.
- Students may be required to find additional readings from sources provided.

## Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy). This course will be graded on a point system, with a total of **100 possible percentage points**.

Assignments	% Points
<b>Midterm Examination (A1)</b> --The midterm examination 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 examination. Questions will be in the form of Multiple Choice questions, OR True-or-False statements, OR Short Essay questions, OR a <b>combination of two or more of the different formats</b> . The time allotted will depend on the type(s) and/or number of questions.	<b>20%</b>

<p><b>Final Examination (A2)</b>  --The final examination 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. <b>However, information from before the Midterm Examination may be included.</b> Questions will be in the form of Multiple Choice questions, OR True-or-False statements, OR Short Essay questions, OR a combination of two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions.</p>	<b>20%</b>
<p><b>Case Study Paper and Presentation</b>  --Students, working in groups, will conduct an analysis of a specific heritage/cultural tourism site. Each group will conduct an analysis based on the format provided in a written paper. Each group will then present on its paper (using PowerPoint slides only) to the rest of the class. All sites chosen will have to be outside D.C., Maryland, and Virginia. <b>Detailed instructions for the paper and presentation will be provided at a later date, via Blackboard.</b> Students will be expected to present wearing a <b>Business Suit (business professional attire)</b>. Both the paper and presentation will be due on the applicable date stated on the Tentative Course Schedule.</p>	<b>25%</b>
<p><b>Quizzes</b>  --Students will be expected to take six (6) <b>unscheduled</b> 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 two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions. <b>The quiz with the lowest score will be dropped.</b></p>	<b>20%</b>
<p><b>Attendance/Participation</b>  --Participation points will be scored based on students' <b>active</b> 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 on how many participation points each activity/assignment is worth. <b>ONLY</b> responses that are submitted, <b>when they are due</b>, will receive the points. There will be no scheduled dates for these activities. Participation points will also be received from the average of group member evaluations.</p>	<b>15%</b>
<b>TOTAL</b>	<b>100%</b>

### Grading Scale

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

#### \*\*\*\*Assignment Percentage Score Calculation Formula:

- **Percentage Score for Each Grade Category = %**
- **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**

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

### **Professional Dispositions**

Students are expected to exhibit professional behaviors and dispositions at all times, as well as adhering to all Course/Classes Policies provided.

### **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: <http://cehd.gmu.edu/values/>.

### **GMU Policies and Resources for Students**

#### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.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/>).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

**For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.**

**TENTATIVE COURSE SCHEDULE**

Day	Date	Topic	Assigned Reading for Next Class	Due from Students
Tues	August 30	Introductions; Class Overview		
Thurs	September 1	<b>NO CLASS – (TAKE HOME ASSIGNMENT)</b>	Chapter 1	
Tues	September 6	Chapter 1 – Introduction to Heritage and Cultural Tourism	Chapter 2	
Thurs	September 8	Chapter 2 – Consumption of Culture	Chapter 3	
Tues	September 13	Class Discussion		
Thurs	September 15	Chapter 3 – The Heritage Supply	Chapter 4	
Tues	September 20	Chapter 4 – Spatial Perspectives	Chapter 5	
Thurs	September 22	Class Discussion		
Tues	September 27	Chapter 5 – Authenticity <i>Case Study Assignment Instructions Posted</i>	Chapter 6	
Thurs	September 29	Chapter 6 – The Politics of Heritage Tourism	Chapter 7	
Tues	October 4	Class Discussion		
Thurs	October 6	<b>Review of Midterm Exam (A1)</b>		
Tues	October 11	<b>NO CLASS – COLUMBUS DAY</b>		
Thurs	October 13	<b>MIDTERM EXAM (A1) – <i>In classroom</i></b>		
Tues	October 18	Chapter 7 – Conserving the Past	Chapter 8	
Thurs	October 20	<b>Guest Speaker</b>		
Tues	October 25	Chapter 8 – Legislation and Conservation Orgs	Chapter 9	
Thurs	October 27	Chapter 9 – Conservation and Tourism	Chapter 10	
Tues	November 1	Class Discussion		
Thurs	November 3	Chapter 10 – Interpreting the Past	Chapter 11	
Tues	November 8	Chapter 11 – Planning Principles	Chapter 12	
Thurs	November 10	<b>Field Trip</b> /Class Discussion		
Tues	November 15	Chapter 12 – Marketing the Past	Chapter 13	
Thurs	November 17	Chapter 13 – Raising Revenue & Managing Visitors		
Tues	November 22	Class Discussion		
Thurs	November 24	<b>NO CLASS – THANKSGIVING RECESS</b>		
Tues	November 29	<i>Groups 1-3 Case Study Presentations</i>		<i>Case Study Papers</i>
Thurs	December 1	<i>Groups 4-6 Case Study Presentations</i>		<i>Case Study Papers</i>
Tues	December 6	<i>Groups 7-8 Case Study Presentations</i>		<i>Case Study Papers</i>
Thurs	December 8	Wrap Up, <b>Final Exam Review</b> , Miscellaneous		
Thurs	December 15	<b>FINAL EXAM (A2) – <i>In classroom</i> – 1:30 p.m. – 4:15 p.m.</b>		

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

**\*\*\*\*Detailed instructions will be provided for the Case Study Assignment on Blackboard.**

**\*\*\*\*\*Group sizes dependent on number of students after Last Add/Drop date.**