

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

TOUR 420.001 – Tourism Planning and Policy
3 Credits, SPRING 2017
Tuesday/Thursday 1:30 p.m. – 2:45 p.m. (SciTech – Colgan Hall, Rm. 203)

Faculty

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Prerequisites/Corequisites

PRLS 310 and TOUR 340

University Catalog 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 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.**

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 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 and planning implementation guidelines and associated challenges within a variety of local, regional, national, and international settings.

Required Texts

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; 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
Midterm Examination (A1) --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 combination of two or more of the different formats . The time allotted will depend on the type(s) and/or number of questions.	20%
Final Examination (A2) --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. <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 two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions.	20%

<p>Country Tourism Policy Analysis Paper and Presentation -- Students, working in groups, will conduct an analysis of the tourism policy of a country, using the concepts discussed in class and in the text, and provided in the detailed instructions, in a written report, (the USA and all countries covered in the text are excluded). Detailed instructions for the paper and presentation will be provided at a later date, via Blackboard. 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. Students will be expected to present wearing a Business Suit (business professional attire).</p>	25%
<p>Quizzes -- 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.</p>	20%
<p>Attendance/Participation --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 on 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 group member evaluations. --Attendance points will be based on students' attendance to class as recorded by the attendance rolls taken during each class meeting.</p>	15%
TOTAL	100%

Other Requirements

*Additional Course Policies and Requirements are provided at the end of the Syllabus.

Grading

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	

*****Assignment Percentage Score Calculation:**

<i>Category</i>	<i>Symbol</i>
Your Percentage Score for a Particular Assignment	X
Highest Possible Percentage Score for Each Assignment (e.g., 20% for Quizzes)	A
Your Raw Score for a Particular Assignment (e.g., Quizzes)	B
Total Possible Raw Score for a Particular Assignment	C

To calculate Your Percentage for a Particular Assignment, plug the corresponding numbers into the following formula:

$$X = (A * B) / C$$

For example, for the Country Tourism Policy Analysis Paper and Presentation, if you score 110 (B) out of a possible 120 (C), given that the Highest Possible Percentage Score for this assignment is 25% (A), Your Percentage Score for This Assignment (X) can be calculated as follows,

$$X = (25 * 110) / 120$$

*****Each student's Total Percentage Score for all assignments (the sum of the calculated percentage scores for all assignments) will be rounded up (for .5 or greater) or rounded down (for less than .5) to the nearest whole number, after which the equivalent letter grade will be assigned. *****

Professional Dispositions

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

COURSE SCHEDULE

Day	Date	Topic	Reading(s) Done for Next Class	What is Due?
Tues	January 24	Introductions; Class Overview; Library and Writing Tutorials	Chaps. 1 & 4	
Thurs	January 26	Chapters 1 & 4: Introduction to Tourism and Tourism Policy	Chaps. 1 & 4	
Tues	January 31	Creation of Groups Chapters 1 & 4: Introduction to Tourism and Tourism Policy		
Thurs	February 2	Chapters 1 & 4: Introduction to Tourism and Tourism Policy/Class Discussion		
Tues	February 7	Class Discussion	Chap. 2	

Thurs	February 9	Chapter 2: Tourism Policy Issues of Yesterday		
Tues	February 14	Chapter 2: Tourism Policy Issues of Yesterday Class Discussion <i>Tourism Policy Analysis Instructions Posted</i>	Chap. 3	
Thurs	February 16	Chapter 3: Tourism Policy Issues for Today		
Tues	February 21	Chapter 3: Tourism Policy Issues for Today	Chap. 9	
Thurs	February 23	Class Discussion		Name of Country Submitted
Tues	February 28	Chapter 9: The International Tourism Policy Process		
Thurs	March 2	Chapter 9: The International Tourism Policy Process	Chap. 7	
Tues	March 7	Chapter 7: Barriers and Obstacles to International Travel <i>Review slides for Midterm Examination</i>	Review for Midterm Exam Chap. 5	
Thurs	March 9	MIDTERM EXAMINATION (A1) – <u>In Classroom</u> – 1:30 p.m. – 3:30 p.m.		
Tues	March 14	SPRING BREAK		
Thurs	March 16			
Tues	March 21	Chapter 5: Political and Foreign Policy Implications		
Thurs	March 23	Chapter 5: Political and Foreign Policy Implications	Chap. 8	
Tues	March 28	Chapter 8: Affecting and Influencing Policy		
Thurs	March 30	Chapter 8: Affecting and Influencing Policy/Class Discussion	Chap. 10	
Tues	April 4	Guest Speaker/Class Discussion		
Thurs	April 6	Class Discussion		
Tues	April 11	Chapter 10: Strategic Tourism Planning		
Thurs	April 13	Chapter 10: Strategic Tourism Planning	TBA	
Tues	April 18	Guest Speaker/Class Discussion		
Thurs	April 20	Class Discussion/ Community Awareness and Involvement		
Tues	April 25	****Groups 1-3 Tourism Policy Presentations		Policy Papers (1-3)
Thurs	April 27	****Groups 4-6 Tourism Policy Presentations		Policy Papers (4-6)
Tues	May 2	***Groups 7-8 Tourism Policy Presentations Class Discussion	Chap. 12	Policy Papers (7-8)
Thurs	May 4	Chapter 12: Future World Tourism Policy <i>Review for Final Examination</i>	Review for Final Exam	
Tues	May 16	FINAL EXAMINATION (A2) <u>In classroom</u> – 12:00 p.m. – 2:00 p.m.		

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

****Detailed instructions will be provided for the Site Analysis Assignment on Blackboard.

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

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 or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- The 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 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. 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://ssac.gmu.edu/make-a-referral/>.

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