

**GEORGE MASON UNIVERSITY**  
**College of Education and Human Development**  
**Tourism and Events Management**

TOUR 210-001 — Global Understanding through Travel and Tourism  
3 Credits, Fall 2017  
Monday & Wednesday 3:00 pm – 4:15 pm - Krug Hall 7 – Fairfax

**Faculty**

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**Prerequisites/Corequisites**

None.

**University Catalog Course Description**

Examines tourism as a global industry and human activity that promotes and facilitates understanding of historical and cultural values, and of international institutions that characterize the broader global system.

**Course Overview**

The course looks at global tourism from different aspects: that of the tourist, that of the tourism service providers, that of the government agencies that promote and regulate it, that of groups that promote tourism, that of researchers and observers, and that of others. Student presentations are meant to augment the formal presentations. Classes, reading assignments and student presentations, and often guest speakers, emphasize the different aspects of global tourism. As the course progresses students should be able to integrate these topics and see how the field of global tourism is broad and complex.

This course will be valuable to you only if you actively participate by reading, thinking, and joining in class discussions and activities. I strongly encourage your attendance in class, your participation in in-class activities and discussions, and the timely completion of homework and assignments. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due.

**Course Delivery Method**

Major topics will be given by lecture in the classroom. Homework assignments provide a basis, background and elaboration of subject material. Presentations by fellow students are intended to provide a reinforcement of the course topic discussed in class.

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### Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download: [Add or delete options, as desire.]
  - Adobe Acrobat Reader: <https://get.adobe.com/reader/>
  - Windows Media Player:  
<https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>
  - Apple Quick Time Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)

### Expectations

- Log-in Frequency: Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least once a week.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload: Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette: The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and

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learning from others. All faculty are similarly expected to be respectful in all communications.

- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

### Learner Outcomes or Objectives

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

1. Discuss the impact of tourism on the global economy and other peripheral areas (e.g. developing nations);
2. Analyze significant global tourism issues and demonstrate an awareness of how these issues are perceived and dealt with in different cultural and historical traditions;
3. Describe the ways in which tourism contributes to appreciation of cultural heritage and the international foundations of American society;
4. Discuss the social impacts of global tourism, including acculturation, religious tolerance, and political awareness;
5. Discuss the role of international tourism in promoting world peace;
6. Design an international travel itinerary that would allow a tourist to learn about another country; and
7. Visit other countries with an improved sense of host/guest relations and with greater appreciation for the opportunities to expand learning about the world cultures.

### Professional Standards

Students are expected to exhibit professional behaviors and dispositions at all times.

### Required Texts

No text is required for this course. Refer to Required Readings to determine which articles to read and WEB sites to visit for specific classes.

### Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor.

- **Assignments and Examinations**

This course will be graded on a point system, with a total of 100 possible points.

Requirements	Points
Quizzes, Homework and Participation	10
This Week in the World - Presentation & Report	10
Armchair Travel Journal - Report	10
Mid-term Exam	25
Semester Project - International Travel Plan - Presentation & Report	15
Final Exam	30
	100

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- **Other Requirements**

Active participation in team projects is essential. Team meeting attendance and prompt response to team-member email is necessary.

If an exam is not taken with the class on the assigned date, you must have a documented excused absence in order to take a makeup exam. Makeup exams must be arranged by you and should be taken no later than one week after the regularly scheduled exam.

- **Course Performance Evaluation Weighting**

Your participation in group projects will be evaluated by your team-mates, and your team-mates grades will have a major influence on your grade for the team projects.

- **Grading**

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	

### Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

### Class Schedule

DATE	TOPIC
Aug 28 & 30	Course Introduction
Sep 4	No class – Labor day
Sep 6 & 11	1. History of Tourism & Introduction to the Global Tourism System This Week in the World presentation Writing Center presentation Video (subsequent videos during next classes) **See Reading List**
Sep 13 & 18	2. Economic Impacts of Global Tourism This Week in the World presentation Study Abroad – Center for Global Education, GMU – Guest Speaker **See Reading List**

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DATE	TOPIC
Sep 20 & 25	3. Tourism Employment This Week in the World student presentation **See Reading List**
Sep 27 & Oct 2	4. Culture & Tourism This Week in the World student presentation **See Reading List**
Oct 4	Summary
<b>Oct 10 Tuesday</b>	Mid-Term Exam Armchair Travel Journal report due
Oct 11 & 16	5. Tourism, Terrorism and Natural Disasters This Week in the World student presentation **See Reading List**
Oct 18 & 23	6. Peace through Tourism This Week in the World student presentation **See Reading List**
Oct 25 & 30	7. Volunteer Tourism Peace Corps presentation This Week in the World student presentation **See Required Readings**
Nov 1 & 6	8. Backpacking, Hostelling and Independent Travel This Week in the World student presentation **See Reading List**
Nov 8 & 13	9. Sustainable Tourism & Eco-tourism This Week in the World student presentation **See Reading List**
Nov 15 & 20	10. International Travel Plan Semester Project Student presentation & Report due As scheduled
Nov 22	No class – Thanksgiving recess

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DATE	TOPIC
Nov 27 & 29 & Dec 4 & 6	10. International Travel Plan Semester Project Student presentation & Report due As scheduled
Dec 11	Reading day
Dec 18 <b>1:30 – 4:15 pm</b>	Final Exam

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

### 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.

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### *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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

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

### REQUIRED READINGS

#### 1. History of Tourism & Introduction to the Global Tourism System

Horne, Donald. "Home Thoughts From the Carousel." *The Intelligent Tourist*. McMahons Point, NSW: Margaret Gee Publishing. 1992. pp 3-11.

Perrottet, Tony. "The Once and Future Tourist Trail." *Route 66 A.D.* New York, NY: Random House. 2002. 20–23.

Casson, Lionel. "Sightseeing." *Travel in the Ancient World*. Toronto, Canada: Hakkert. 1974. pp 262-291.

The Grand Tour | Special Topics Page | Timeline of Art History. Metropolitan Museum of Art. 6 Aug 2017. <[http://www.metmuseum.org/toah/hd/grtr/hd\\_grtr.htm](http://www.metmuseum.org/toah/hd/grtr/hd_grtr.htm)>

Italy on the Grand Tour, Exhibits Overview, Experience the Grand Tour. J. Paul Getty Trust. 6 Aug 2017.<[http://www.getty.edu/art/exhibitions/grand\\_tour/what.html](http://www.getty.edu/art/exhibitions/grand_tour/what.html)>

Familiarization with website. "Mason Study Abroad" George Mason University. 6 Aug 2017. <<http://studyabroad.gmu.edu/>>

Why Tourism. UNWTO. 10 Aug 2017. <<http://www2.unwto.org/content/why-tourism>>

#### 2. Economic Impacts of Global Tourism

Stynes, Daniel J. "Economic Impacts of Tourism." Michigan State University. pp 1-19.

Pi-Synyer, Oriol, Thomas R. Brooke, and Magali Daltabuit. "Tourism on the Maya Periphery." *Hosts and Guests Revisited: Tourism Issues of the 21<sup>st</sup> Century*. Ed. Valene L. Smith and Maryann Brent. New York: Cognizant Communication Corporation, 2001. pp 122-140.

"Town Asks Kung Fu Monks for Tourism Blessings." *New York Times*. 6 Aug 2017. <<http://www.nytimes.com/2009/01/02/world/asia/02shaolin.html?partner=rss&emc=rss>>

Venice, Invaded by Tourists, Risks Becoming 'Disneyland on the Sea'. 6 Aug 2017. <<https://www.nytimes.com/2017/08/02/world/europe/venice-italy-tourist-invasion.html>>

#### 3. Tourism Employment

Travel and Tourism Economic Impact 2017. World Travel and Tourism Council. 7 Aug 2017. < <https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2017/world2017.pdf>>

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- Van Broeck, Anne Marie. 2001. "Pamukkale: Turkish Homestay Tourism." In *Hosts and Guests Revisited: Tourism Issues of the 21<sup>st</sup> Century*, pp 161-174, edited by Valene L. Smith and Maryann Brent. New York: Cognizant Communication Corporation.
- Measuring Employment in the Tourism Industry. UNWTO. pp 15–32. 10 Aug 2017. <<http://www.e-unwto.org/doi/pdf/10.18111/9789284416158>>
- Annual Report. 2016. UNWTO. pp 4-39. 10 Aug 2017 <[http://cf.cdn.unwto.org/sites/all/files/pdf/annual\\_report\\_2016\\_web\\_0.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/annual_report_2016_web_0.pdf)>
4. Culture & Tourism
- Tourism Fact Sheets. "The Social and Cultural Impacts of Tourism." Town of Gawler. 7 Aug 2017. <[http://vanweringh8.wikispaces.com/file/view/5\\_Gawler\\_Impacts\\_Tourism.pdf](http://vanweringh8.wikispaces.com/file/view/5_Gawler_Impacts_Tourism.pdf)>
- Shackley, Myra. 1999. "Managing the cultural impacts of religious tourism in the Himalayas, Tibet and Nepal." In *Tourism and Cultural Conflicts*, pp 95-110, edited by Mike Robinson and Pricilla Boniface. New York: CAB International.
- Horne, Donald. 1992. "The National Tourism Showcase." *The Intelligent Tourist*, pp 264-286. McMahons Point, NSW: Margaret Gee Publishing.
- Heritage Tourism. National Trust for Historic Preservation. Learn More selections. 10 Aug 2017. <<http://www.preservationnation.org/information-center/economics-of-revitalization/heritage-tourism/?gclid=CNGs7tyswbgCFVCY4AodbEcAjQ>>
- World Heritage and Tourism in a Changing Climate. UNESCO. May 25, 2016. pp 1–32, and 52-59. 8 Aug 2017. <<http://whc.unesco.org/en/activities/883/>>
5. Tourism, Terrorism and Natural Disasters
- "Terrorism terrorizes tourism: Indian tourism effacing myths?" Mukesh Ranga and Priyanka Pradhan. University of Palermo, Argentina. 19 Aug 2017. <<http://www.palermo.edu/economicas/cbrs/pdf/ijsth/5/paper2-Terrorism-terrorizes-tourism.pdf>>
- Impact of Natural Disasters on the Tourism Industry. 2 Jan 2014. 10 Aug 2017. <<http://tourismembassy.com/en/blog/tourismology-by-tourismembassy/impact-of-natural-disasters-on-the-tourism-industry>>
- Egypt's tourism industry is reeling but hope is on the horizon. *The Guardian* Oct 6, 2016. 10 Aug 2017 <<https://www.theguardian.com/travel/2016/oct/21/egypt-tourism-industry-plagued-by-lack-of-visitors>>
- "Danger in paradise: resurrecting tourism after natural disasters" 3 Jan 2012. The Conservation Media Group. 10 Aug 2017 <<http://theconversation.com/danger-in-paradise-resurrecting-tourism-after-natural-disasters-3827>>
6. Peace through Tourism
- "Tourism as a Driver of Peace." World Travel and Tourism Council. 10 Aug 2017. <[http://www.wttc.org/-/media/files/reports/special-and-periodic-reports/tourism-as-a-driver-of-peace\\_report-summary---web.pdf?la=en](http://www.wttc.org/-/media/files/reports/special-and-periodic-reports/tourism-as-a-driver-of-peace_report-summary---web.pdf?la=en)>
- Newsletter July 2017. International Institute of Peace through Tourism. 10 Aug 2016. <<http://www.iipt.org/newsletter/2017/july.html>>



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- Tomljenovic, Renata, and Faulkner, Bill. 2001. "[Tourism and World Peace: A Conundrum for the Twenty-first Century](#)." pp 135-158.
- Var, Turgut and Ap, John. (1998). "Tourism and world peace." In W.F. Theobald (Ed.) *Global Tourism*, 2nd edition, (pp. 44-57). Oxford: Butterworth Heinemann.
- Familiarization with web site. International Institute for Peace through Tourism. 10 Aug 2017. <<http://www.iipt.org/>>
7. Volunteer Tourism
- Familiarization with web site. Peace Corps. 10 Aug 2017. <<http://www.peacecorps.gov/>>
- McGehee, Nancy. "Volunteer Tourism: Sustainable Innovation in Tourism, or Just "Pettin' the Critters" 10 Aug 2017.  
<[https://www.academia.edu/3065627/Volunteer\\_Tourism\\_Sustainable\\_Innovation\\_in\\_Tourism\\_or\\_just\\_Pettin\\_the\\_Critters](https://www.academia.edu/3065627/Volunteer_Tourism_Sustainable_Innovation_in_Tourism_or_just_Pettin_the_Critters)>
- Familiarization with web site. Global Volunteers. 10 Aug 2017.  
<<http://www.globalvolunteers.org/>>
- Familiarization with web site. Cross Cultural Solutions. 10 Aug 2017.  
<<http://www.crossculturalsolutions.org/>>
8. Backpacking, Hostelling & Independent Travel
- Familiarization with web site. "Hostelling International USA." American Youth Hostels, Inc. 10 Aug 2017. <<http://www.hiusa.org/>>
- "Global Code of Ethics for Tourism." Set of principles. World Tourism Organization. 10 Aug 2017. <<http://ethics.unwto.org/content/global-code-ethics-tourism>> Click on each principle for details.
- Familiarization with web site. Hostel World. 10 Aug 2017. <<http://www.hostelworld.com>>
9. Sustainable Tourism & Ecotourism
- Weaver, D. (2001). "Sustainable Tourism: Is it sustainable?" In B.Faulkner, G. Moscardo & E. Laws (Eds.), *Tourism in the Twenty-first Century: Reflections on Experience* (pp. 300-311).
- Dowling, Ross and David Fennell. 2003. "The Context of Ecotourism Policy and Planning." In *Ecotourism Policy and Planning*. pp. 1 – 14. Edited by Fennell, David and Ross Dowling (Eds.). Cambridge, MA: CABI Publishing.
- Brown Frances. "Environmental impacts." *Tourism Reassessed: Blight or Blessing?* Woburn, MA: Butterworth-Heinemann. 1998. 45 – 54.
- Tourism in the UN Green Economy Report. UNWTO. 3 May 2012. 10 Aug 2017.  
<[http://asiapacific.unwto.org/sites/all/files/pdf/2012may\\_chiangmai\\_lc\\_0.pdf](http://asiapacific.unwto.org/sites/all/files/pdf/2012may_chiangmai_lc_0.pdf)>
- United Nations Environment Programme. Sustainable Tourism Program. 11 Jan 2017.  
<<http://www.unep.org/10yfp/programmes/sustainable-tourism-programme>>
- "2017 is the International Year of Sustainable Tourism for Development" UNWTO. 29 Dec 16. 10 Aug 2017. <<http://media.unwto.org/press-release/2017-01-03/2017-international-year-sustainable-tourism-development>>
- "From Davos to Copenhagen and Beyond: Advancing Tourism's Response to Global Climate Change". UNWTO. (pp. 1 – 26). 10 Aug 2017.  
<[http://sdt.unwto.org/sites/all/files/docpdf/fromdavostocopenhagenbeyondunwtopa\\_perelectronicversion.pdf](http://sdt.unwto.org/sites/all/files/docpdf/fromdavostocopenhagenbeyondunwtopa_perelectronicversion.pdf)>

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WTTC “Mission” & “Tourism for Tomorrow” 10Aug 2017.

<<http://www.wttc.org/mission/>> & <<http://www.wttc.org/mission/tourism-for-tomorrow/>>

Familiarization with website.: Sustainable Coastal Tourism - An integrated planning and management approach. 10 Aug 2017.

<<http://wedocs.unep.org/handle/20.500.11822/7819>>

Familiarization with website. The International Ecotourism Society. 10 Aug 2017.

<<http://www.ecotourism.org/>>

### Assessment Rubric

Your final grade will be based on your score on the mid-term and final exams, homework assignments and your participation in team projects.

Active participation in the presentation of groups other than your own is encouraged.

