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

TOUR 311 (C01) – Women and Tourism
3 Credits
SUMMER 2017

Faculty

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Prerequisites/Corequisites
NONE

University Catalog Course Description

Focuses on women as hosts and guests. Using social theory, explores issues regarding the history and evolution of tourism as a gendered system. Addresses family, solo and business travel, and employment, taking into consideration issues related to more and lesser developed countries as they relate to the roles of women in international tourism.

Course Overview

Instructional techniques will include i) lectures, ii) directed readings, iii) essay assignments, iv) discussion board forums, v) blog entries, vi) a Case Study paper and presentation, vii) a midterm examination, and viii) a final examination.

Course Delivery Method

This course will be delivered online (76% or more) using an asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on **Monday, June 26, 2017, at 10 p.m.**

All materials for each Module/Exam/Section/Period will be available at 6 p.m., on the stated start date of the Module/Exam/Section/Period. ***Please note that all stated time is Daylight Saving Time.

Under no circumstances, may students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

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:
  - Adobe Acrobat Reader: (http://get.adobe.com/reader/)
  - Windows Media Player: (http://windows.microsoft.com/en-US/windows/downloads/windows-media-player)
  - Apple QuickTime Player: (www.apple.com/quicktime/download/)

Expectations

- <u>Course Week:</u> Because online asynchronous courses do not have a "fixed" meeting day, and because the Summer session is a short one, our 'module week' will generally **start** and **end** on **the dates specified on the Tentative Schedule**. Exceptions are noted on the course schedule. ***Please note that while there are weekends included in the module dates, enough weekdays have been included consistent with the turnaround time for this short, intensive, Summer session.**
- <u>Log-in Frequency:</u>
  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 2 times per 'module week'**.
- <u>Participation:</u> 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 the *specific deadlines* and *due dates* listed in the **Tentative Course 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 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:
- Describe the history and evolution of international tourism from a gender perspective;
- Articulate the social theory through which the gendered nature of tourism can be examined;
- Discuss the manner in which travel and travel advertising contributes to the gendered nature of tourism;
- Describes what motivates women to travel and how this is influenced by culturally specific expectations associated with personal, family and employment roles;
- Articulate multiple perspectives in the on-going discussions about the impacts of tourism employment on women's lives, including differences between opportunities in more or lesser industrialized nations;
- Discuss the controversies surrounding sex tourism and prostitutions as it impacts hosts and guests; and
- Defend the importance of healthy and intelligent interaction between hosts and guests to the future of international tourism.

Required Texts

Full citations in APA style format required for all assignments in course.

Swain, M. B. & Momsen, J. H. (Eds.). (2002). *Gender/Tourism/Fun(?).* New York: Cognizant Communication Corporation.

- Additional Readings

  o 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.

  o Students will also be asked to do searches for journal articles, as well as internet articles, for discussions and assignments.

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
Examination 1 *--Examination 1 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 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%**
Examination 2 *--Examination 2 will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from Examination 1 to the date of the review for the Examination 2.* **<u>However, information from before the Examination 1 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%**
Examination 3 *--Examination 3 will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from Examination 1 to the date of the review for the Examination 3.* **<u>However, information from before the Examination 1 and 2 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%**

Quizzes --*Students will be expected to take five (5)* <u>*unscheduled*</u> *quizzes based on the text, 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.**	**20%**
Participation - *Participation points will be scored based on students'* **active** *participation in weekly assignments reflected through written responses on Discussion Board forums, and also Blog entries, as well as other assigned weekly assignments. Students will be informed of how many participation points each activity/assignment is worth.* ONLY responses that are submitted, when they are due, will receive the points. *Participation points will also be received from the* average of their group members' evaluation of their performance in the group, where applicable.	**20%**
TOTAL	**100%**

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:

Category	Symbol
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 Examination 1, if you score 23 (B) out of a possible 25 (C), given that the Highest Possible Percentage Score for this assignment is 20% (A), Your Percentage Score for This Assignment (X) can be calculated as follows,

$$X = (20 * 23) / 25$$

Professional Dispositions

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

TENTATIVE COURSE SCHEDULE

DATES	TOPICS/ACTIVITIES/ASSIGNMENTS	READINGS

Module 1
6/26 – 6/30
	'Meet and Greet'
	• Course and Blackboard overview
	Chapter 1 - Introduction to Women and Tourism
	• Reading(s) and Lecture
	Introduction to Social Theory
	• Reading(s) and Lecture
	
	Assignments Due
	• Introductions Blog, **due 6/28/17, at 11:59 p.m.**
	• Module 1 Discussion Board Assignment:
	   ○ Initial post, **due 6/29/17, at 11:59 p.m.**
	   ○ Comments on two (2) classmates' posts, **due 6/30/17 at 11:59 p.m.**
	• Quiz #1, **due 6/30/17, at 11:59 p.m.**
		Chapter 1
		Additional Readings: TBA

Module 2
7/1 – 7/6
	Chapter 2 - Women as Tourists Traveling as Couples, with Family, with Friends
	• Reading(s) and Lecture
	Women Tourists Traveling Solo
	• Reading(s) and Lecture
	Chapter 3 – Does Age Really Matter?
	• Reading(s) and Lecture
	
	Assignments Due
	• Module 2 Discussion Board Assignment:
	   ○ Initial post, **due 7/5/17, at 11:59 p.m.**
	   ○ Comments on two (2) classmates' posts, **due 7/6/17 at 11:59 p.m.**
	• Quiz #2, **due 7/6/17, at 11:59 p.m.**
		Chapter 2
		Chapter 3
		Additional Reading: TBA

	EXAMINATION 1 **7/7/17 – 7/10/17 (at 11:59 p.m.)**	
Module 3 7/11 – 7/15	**Chapter 5 – Women Tourists and Magazines** • Reading(s) and Lecture **Chapter 6 – Motivations for Women Tourists** • Reading(s) and Lecture **Chapter 7 – Women and the Tourism Industry** • Reading(s) and Lecture **Assignments Due** • Module 3 Discussion Board Assignment: ○ Initial post, **due 7/14/17, at 11:59 p.m.**	Chapter 5 Chapter 6 Chapter 7 Additional Readings: TBA

	○ Comments on classmates' posts, due **7/15/17 at 11:59 p.m.** - Quiz #3, due **7/15/17**, at **11:59 p.m.**	
*****EXAMINATION 2***** **7/16/17 – 7/19/17 (at 11:59 p.m.)**	
Module 4 **7/20 – 7/24**	**Impacts of Tourism on Women** **Chapter 13 – Gender Differences in Perceptions of Impacts** - Reading(s) and Lecture **Chapters 15 & 16 – Women and Sex Tourism** - Reading(s) and Lecture **Assignments Due** - Module 4 Discussion Board Assignment: ○ Initial post, **due 7/23/17, at 11:59 p.m.** ○ Comments on classmates' posts, **due 7/24/17, at 11:59 p.m.** - Quiz #4, **due 7/24/17, at 11:59 p.m.**	Chapter 13 Chapter 15 Chapter 16 Additional Readings: TBA
*****EXAMINATION 3***** **7/25/17 – 728/17 (at 11:59 p.m.)**	

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

****Please note that while there are weekends included in the module dates, enough weekdays have been included consistent with the turnaround time for this short, intensive, Summer session.

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/.

ASSIGNMENT DESCRIPTIONS

Weekly Assignments

-- Each week students will be required to complete one or more assignments that fall in the following categories:

- Discussion Board posts (including comments on fellow students' posts, where applicable)
- Blog Entries (including comments on fellow students' entries, where applicable)
- Directed Readings
- Quizzes
- Other Assignments

APA Style Format

- Students must use the APA Style format for all applicable assignments.
- Students may refer to: https://owl.english.purdue.edu/owl/resource/560/01/, for APA resources.

Quizzes

- Students will have to complete four (4) quizzes.
- Quizzes will be given through Blackboard, and will be timed.
- **There will be NO MAKE-UP QUIZZES, once the deadline has passed.**
- 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.

    o **Note**: Some of the questions from the quizzes may be included in the midterm (#1) and/or final (#2) examinations. **Students must note, however, that they will only have access to the quizzes they attempt**.

    o *The Professor **will not** be able make the questions and answers from a quiz available to students if they do not attempt the particular quiz.* **It will be in students' best interests to attempt all quizzes.**

Examinations

- Examination 1 will be completed on the date indicated on the Tentative Course Schedule section of the syllabus. The exam 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 exam.

- Examination 2 will be completed on the date indicated on the Tentative Course Schedule section of the syllabus. The exam will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from Examination 1 to the date of Examination 2. **However, information from before the Examination 1 may be included, if deemed necessary**.

- Examination 3 will be completed on the date indicated on the Tentative Course Schedule section of the syllabus. The exam will include information from the text, course slides, class notes, and any other source(s) indicated by the Professor, covered from Examination 2 to the date of Examination 3. **However, information from before the Examination 1**

and 2 may be included, if deemed necessary.

- The questions for all examinations 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.

- Students will be required to download the Respondus Lockdown Browser and Monitor software, **as applicable**, when completing the exams. **In that case a Webcam will be required.**

- Only absences resulting from documented emergency situations will be **considered** for make-up opportunities for either the Midterm or Final Examination, **only**, and will be handled on a case-by-case basis.

OTHER COURSE REQUIREMENTS

Dates and Deadlines

In order to be successful in this class, students will have to complete all assignments.

- **ALL** assignments are due **on the *date*, and at the *time*, indicated on the Tentative Course Schedule and/or in the instructions for each assignment.**

    o It is vitally important that you take note of ALL deadlines listed on the Schedule above.

- **Late Submission Implications:**
    o Assignments turned in after the set time, on the due date will be considered late.
    o Students will receive a score of zero (0) for all late submissions.
    o The only exception will be for a **documented medical emergency**. Documentation will need to be sent to the Professor, as soon as possible, in order for the assignment to be considered.

Participation

- Participation points will be scored based on students' **active** participation in weekly assignments reflected through written responses on Discussion Board forums, Blog entries, Quizzes, and all other Weekly Assignments.
- Students will be informed of the maximum participation points each activity/assignment is worth.
- **ONLY activities/assignments that are submitted, by their deadline, will receive the points**.
- *Bonus Participation points* may be offered for particular assignments. In that case the bonus points will be added to the total Participation points for the semester, but will not be included in the denominator for calculating the overall percentage score for *Participation*.
- Students will also receive participation points from the *average of their group members'*

evaluation of their performance in the group on a scale of 0 (lowest) to 4 (highest), **where applicable**.

Grading

Every attempt will be made to grade assignments in a timely manner, in order to provide students with the necessary feedback. However, adequate time (about a week from deadline) must be allowed for assignments to be graded.

- o **Each student's Total Percentage Score (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. *****

- o **Students must note that even though the passion with regards to grades is acknowledged, unprofessional and uncivil behavior, either in person or through any other mode of communication, will not be tolerated.**

Honor Code

"…Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work," (http://oai.gmu.edu/the-mason-honor-code-2/).

- **Plagiarize: to steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the source (http://www.merriam-webster.com/dictionary/plagiarize).**
- Students must cite the sources for **all** information or materials not original to them used individually or as a group, **using the APA style format (https://owl.english.purdue.edu/owl/resource/560/01/).**
- Any student found to be in breach of the GMU Honor Code will be subject to disciplinary actions, as deemed appropriate.
- Please note that in the case of group assignments, **all members** of the group will be held responsible for any plagiarized materials, as well as any other breach of the GMU Honor code.

Communication

- Emails must be sent through Blackboard.

- Students are expected to observe **proper and professional e-mail etiquette**, at all times, which includes (but is not limited to):
  - ◼ *Using* **proper salutation (***i.e., Dear Dr. Aidoo* **OR** *Dr. Aidoo* **OR** *Dear Professor Aidoo* **OR** *Professor Aidoo),*
  - ◼ *A* **subject line** *describing the content of your e-mail,*
  - ◼ *The* **sender's name** *to help the Professor identify the sender*.

***Please take note that e-mails that do not include the three components above will not be reviewed.

- Adequate time must be allowed for a response when communicating via e-mail or phone.
    - An attempt will be made to respond to students' emails no later than 24 hours after receipt of the e-mail.
    - E-mails sent/received **after 6 p.m.** or **during the weekend** will not be reviewed until the next business day.

- Please note, it is important and professional to send an e-mail to acknowledge receipt, when you receive an answer to a question posed.

- **Remember**, **as noted earlier, students are expected to communicate with the Professor in a civil and professional manner <u>at all times</u>.**

- Before sending an email, please check the following (available on your Blackboard course menu) for answers, unless the email is of a personal nature:
    1. Syllabus
    2. Blackboard videos on how to use Blackboard features
    3. Blackboard Q&A, and
    4. Technology Requirements.

- **All class-related communication, as well as all other official e-mail, will be sent to students' Mason e-mail addresses ONLY.**
    - **Students must check their emails regularly, and must ensure that they have enough space in their inbox to receive incoming mail (including attachments).**
    - **Students must also make sure to send e-mails to the Professor using their Mason e-mail addresses ONLY.**

- **Students must check the Blackboard Course page frequently (at least 2 times per module period) to ensure that they do not miss any important announcements and deadlines.**

Conduct

- **This space must be safe and conducive for the learning and interaction for ALL students.** Students will be expected to conduct themselves in a **professional** and **civil** manner towards each other and the Professor, *at all times*.

Schedule Change

As noted on the syllabus, the Professor may alter the schedule as deemed necessary to enhance students' learning in the class. Care will be taken, however, to minimize, **as much as possible,** changes in due dates to accommodate students' planning.