

George Mason University
College of Education and Human Development
School of Recreation, Health, and Tourism

201710.13307 TOUR 340-A02—Sustainable Tourism
(3 credits) Summer 2017
Online

Faculty

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Prerequisites/Corequisites

TOUR 200 & TOUR 220

University Catalog Course Description

This asynchronous online course will consider the characteristics of environmentally, economically and socio-culturally sustainable tourism and assess the possibilities and limitations for its implementation within a variety of destinations and product settings. Conventional “mass” tourism as well as small-scale “alternative” tourism will also be emphasized.

Course Overview

This is an upper-level course in tourism and events management requiring the use of information derived from: lecture/textbook material; general print and online library resources; and external data sources. The course is also delivered in a variety of ways: lecture presentations, student presentations, reflective activities, peer reviews, research groups, and writing assignments. The objective is threefold: to encourage a collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as the instructor; 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 view all class lectures, actively participate in class discussions, complete exercises, and fulfill all assignments. Assignments must be turned in at the specified time and date due via Blackboard or no credit will be given. Detailed information about course rules, course requirements and evaluation will be provided in the course syllabus and on the course website.

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 every day, but must be completed within a strict timeline (See **Proposed Class Schedule** below).

Under no circumstances, may candidates/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

In order 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: <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/]

Expectations

- Course Week: Because asynchronous courses do not have a "fixed" meeting day, our week will start on Monday, and finish on Sunday.
- 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 3 times per week. Students are responsible for any and all information relayed on the website, including any announcements.
- 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. Keeping track of the weekly course schedule of topics, readings, activities, and assignments due is the student's responsibility.
- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. As the instructor is not on campus, all communication will be conducted via email, 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 others do not consider them 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 expected to be respectful in all communications as well.

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

Blackboard Requirements

Every student registered for any (Tourism and Events Management program) course with a required performance-based assessment is required to submit this assessment, (group writing assignments, case study presentations, research paper and weekly on-line quizzes) to Blackboard (regardless of whether a course is an elective, a onetime course or part of an undergraduate minor). Evaluation of the performance-based assessment by the course instructor will also be completed in Blackboard. Failure to submit the assessment to Blackboard will result in the course instructor reporting the course grade as Incomplete (IN). Unless the IN grade is changed upon completion of the required Blackboard submission, the IN will convert to an F nine weeks into the following semester.

Blackboard Login Instructions

Access to [MyMason](#) and GMU email are required to participate successfully in this course. Please make sure to update your computer and prepare yourself to begin using the online format BEFORE the first day of class. Check [the IT Support Center](#) website.

Navigate to [the Student Support page](#) for help and information about Blackboard. In the menu bar to the left you will find all the tools you need to become familiar with for this course. Take time to learn each. Make sure you run a system check a few days before class. Become familiar with the attributes of Blackboard and online learning.

Course Objectives

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

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.

Required Reading

Swarbrooke, J. (1999), *Sustainable Tourism Management*. Wallingford: CABI International
All announcements, emails and documents posted and discussed by Dr. Ingram

Course Expectations

1. To encourage collaborative and supportive online learning environment among students;
2. To underscore that students are as responsible for their learning, and;
3. To encourage analysis and critical thinking.

4. Student athletes and student government officers who have duties that occasionally conflict with the class schedule must formally bring this to the attention of the instructor during the first week of the semester.
5. Official e-mail communications from the instructor will be sent to students' GMU-assigned e-mail addresses. Students are responsible for checking their e-mail inbox and to ensure that there is room to receive incoming correspondence.
6. No make-ups for missed exam or assignments will be allowed unless failure to take the exams or do the assignments is due to an extreme situation, e.g. military mobilization, jury duty, serious and contagious illness, the proven death of a very near and dear relative. That said, **proof must be provided, no exceptions.**

Course Policies

Late Assignments: All assignments must be turned in on the due date given on the assignment sheet. **Late work will not be accepted.**

Instructor-Student Communication: Dr. Ingram will respond to your week-day emails within 36 hours. If she will be away from email for more than one day, she will post under Blackboard in the Announcements section. Before sending an email, please check the following for answers (available on your Blackboard course menu) **unless the email is of a personal nature:**

1. Syllabus
2. Ask Professor
3. On-demand Blackboard videos on how to use Blackboard features, and Technical Requirements.

Feel free to respond to other students in the Ask Professor forum if you know the answer.

GMU Policies and Resources for Students

- a. Academic Honesty: You are expected to be familiar with and abide by the University's Honor Code. The Code can be found [here](#). It is your responsibility to see me if you have questions about these policies.
- b. Students must follow the university policy for [Responsible Use of Computing](#)
- c. [Administrative information](#)
- d. Student services: The University provides range of services to help you succeed academically and you should make use of these if you think they could benefit you. I also invite you to speak to me (the earlier the better).
- e. 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.
- f. [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. Counseling Center: Student Union I, Room 364, 703-993-2380. Web-site [here](#).
- g. 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.
- h. Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

- i. [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. University Writing Center: Robinson Hall Room A114, 703-993-1200. The writing center includes assistance for students for whom English is a second language.
- j. [Diversity](#): George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.
- k. [Other Considerations](#): If there are any issues related to religious holidays, please inform the instructor the first week of class.
- l. [Student Privacy](#): The Family Educational Rights and Privacy Act of 1974 (FERPA), also known as the "Buckley Amendment," is a federal law that gives protection to student educational records and provides students with certain rights. [See <http://registrar.gmu.edu/privacy>]. FERPA protects your privacy and keeps your information confidential. A student interested in posing a question about the course to the instructor should do so via e-mail or in a one-on-one in person conversation. Such question should not be posted to the Ask Professor forum.

Professional Dispositions

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

Course Performance Evaluation

Students are expected to submit all assignments on time through Blackboard. **No late work will be accepted.**

- **Assignments**

This course will be graded on a point (NOT on a percentage) system, with a total of 250 possible points. There are 4 grading requirements: (1) blogs; (2) online reflective activities; (3) module quizzes; and (4) a research paper. **Late work is not accepted in this class, so please plan ahead.** Each requirement is briefly introduced below. Please contact the instructor if you have questions about any assignment.

1. Initial Blogs (10 points): Each student will be required to submit one initial blog entry for an assigned module. The due date for your initial blog entry is assigned based on your group number. However, this is an individual activity, so that for each module, each member of the group will submit an independent blog entry. For example, for module 2, each member of group 2 will be required to submit an individual blog entry. All students not in group 2 will need to read the blog and all associated material and then provide a comment.

2. Blog Responses (40 Points): Each student is required to read and provide a comment to each and every student initial blog post (except your own). The due dates are provided on the syllabus.

3. Reflective Activities (20 points): Within each module, there is one reflection question. You are required to respond to each question. Your answers will be graded based upon quality, depth and application to the subject material **with a minimum of 200 words** each. These questions should be addressed upon completion of the corresponding module.

4. Quizzes (100 points): At the end of each module, you are required to complete a 10-point quiz based on both the reading assignments and the lectures. These quizzes are timed (20 minutes) and you are

allowed one attempt at each quiz. Therefore, you are encouraged to study the materials before starting the quiz (Plan on a minimum of an hour study time before each quiz.). There are 11 modules, therefore, 11 quizzes. The lowest score will be dropped resulting in 10 graded quizzes.

5. Research paper (80 points): You are required to research a topic of your choice related to tourism and sustainability. The paper will be submitted in three separate phases via SafeAssign. The research paper guidelines are available in Blackboard under the COURSE INFORMATION section. Please contact the instructor if you have any questions.

Note: SafeAssign will also help you to identify how to properly attribute sources rather than paraphrase, as well as to make sure that you are compliant with GMU’s Honor Code. Please check the due dates for each phase.

- ❖ Phase 1 – Submit a topic for approval by the instructor (required) no later than 5/28 at 11:59 p.m.
 - In one paragraph (abstract) you will state the topic, the purpose of the paper, why this topic is timely/important/in need of study and how you will accomplish the purpose of the paper.
 - Total points for Approval Paragraph – 5 points
- ❖ Phase 2 – First Draft
 - A rough draft of the paper will be submitted, formatted as if it were the final paper and include all subject material, references and be appropriately cited.
 - Total points for first draft – 30 points
- ❖ Phase 3 – Final Draft
 - Total points for final draft – 45 points

Proposed Class Schedule

Week	WEEKLY MODULES	TOPICS	READINGS	ASSIGNMENTS DUE	ACTIVITIES DUE
Week 1 5/22- 5/28	MODULE 1	Introduction to the course	No readings	Final group projects: groups assigned	Students’ Introductions
	MODULE 2	Emergence of sustainable tourism Issues in sustainable tourism	Read Swarbrooke Chapter 1 pp. 3–11 Chapter 2 pp. 12–23 Chapter 3 pp. 24–40	Blogs Responses to Instructor Blog Due 5/28 Blogs Group 1 Initial Entries Due 5/28	Quiz 1 Module 2 Reflective Activity
	MODULE 3	Economics	Read Swarbrooke Chapter 6 pp. 59–68 Chapter 23 pp. 245–250	Research paper topic paragraph due 5/28 by 11:59 p.m.	Quiz 2 Module 3 Reflective Activity

Week 2 5/29- 6/4	MODULE 4	The environment and spatial strategies	Read Swarbrooke Chapter 5 pp. 47–58 Chapter 22 pp. 238–244	Blogs Responses to Group 1 Blog Due 6/4	Quiz 3 Module 4 Reflective Activity
	MODULE 5	The social dimension and the host	Read Swarbrooke Chapter 7 pp. 69–82 Chapter 11 pp. 123–134	Blogs Group 2 Initial Entries Due 6/4	Quiz 4 Module 5 Reflective Activity
	MODULE 6	Governance	Read Swarbrooke Chapter 8 pp. 87–103 Chapter 24 pp. 253–268		Quiz 5 Module 6 Reflective Activity
Week 3 6/5- 6/11	MODULE 7		Movie – Jamaica for Sale	Blogs Responses to Group 2 Blog Due 6/11	Module 7 Reflective Activity
	MODULE 8	Conventional Mass Tourism	Read Swarbrooke Chapter 9 pp. 104–114 Chapter 26 pp. 276–287	Blogs Group 3 Initial Entries Due 6/11	Quiz 6 Module 8 Reflective Activity
	MODULE 9	Green Certification	Read Swarbrooke Chapter 27 pp. 288–298 Chapter 28 pp. 299–306 Chapter 31 pp. 330–335 Chapter 32 pp. 336–341	First draft of paper due 6/11 at 11:59pm	Quiz 7 Module 9 Reflective Activity
Week 3 6/12- 6/18	MODULE 10	Alternative tourism	Read Swarbrooke Chapter 29 pp. 306–317 Chapter 30 pp. 318–329	Blogs Responses to Group 3 Blog Due 6/18	Quiz 8 Module 10 Reflective Activity
	MODULE 11	Tourist destinations	Read Swarbrooke Chapter 21 pp. 230–237 Chapter 20 pp. 215–229	Blogs Group 4 Initial Entries Due 6/18	Quiz 9 Module 11 Reflective Activity
	MODULE 12	The tourist	Read Swarbrooke Chapter 13 pp. 142–150 Chapter 25 pp. 268–275		Quiz 10
Week 4 6/19- 6/25	MODULE 13	Food Tourism	Read Swarbrooke Chapter 4 pp. 41–44 Chapter 33 pp. 342–347 Chapter 34 pp. 348–360	Blog Responses to Group 4 Blog Due 6/24 Research Paper (45 points) Due 6/25 at 11:59 pm	Quiz 11 Course Evaluation

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

Grading

This course will be graded on a point system, with a total of 250 possible points. **Late work will not be accepted.**

Requirements	Points
Initial Blogs	10
Blog Responses	40
Reflective Activities	20
Quizzes	100
Research Paper	80
- Topic Submission (5 points)	
- First Draft (30 points)	
- Final Draft (45 points)	
TOTAL	250

Grading Scale

A+ = 242 – 50	B+ = 217 – 224	C+ = 192 – 199	D = 150 – 174
A = 235 – 241	B = 210 – 216	C = 185 – 191	F = 0 – 149
A- = 225 – 234	B- = 200 – 209	C- = 175 – 184	

Core Values Commitment

The College of Education & 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/>

For additional information on the College of Education and Human Development, School of Recreation, Health, & Tourism, please visit our [website](#).

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