

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

TOUR 352 (001) – Heritage and Cultural Tourism  
3 Credits, Fall 2018

Tuesday/Thursday 3:00 p.m. – 4:15 p.m. (Thompson Hall, Rm. L019)

**Faculty**

Name: Dr. Abena A. Aidoo

Office hours: By Appointment

Office location: **SciTech:** Bull Run Hall, Room 228A; **Fairfax:** Thompson Hall, Room 1408

Office phone: 703-993-9047

Email address: [aaidoo@gmu.edu](mailto:aaidoo@gmu.edu)

**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 a site in the Washington D.C. Metropolitan Area (specifically Northern Virginia 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.
- ❖ Full citations in format required for all assignments in course (for this call the **APA Style Format** must be used for all applicable 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
<p><b>Midterm Examination (A1)</b>  --The midterm examination will include information from the textbook, 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.</p>	20%
<p><b>Final Examination (A2)</b>  --The final examination will include information from the textbook, 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><u>However, information from before the Midterm Examination may be included.</u></b> 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.</p>	20%
<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 Washington D.C., Maryland, and Virginia, or <b>cannot</b> be sites discussed in the textbook. <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>	25%
<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>	20%
<p><b>Attendance/Participation</b>  --<b>Participation Points</b> will be scored based on students' <b>active</b> participation in class discussions reflected through written responses during in-class activities, and/or in 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 applicable points. There will be <b>no scheduled dates</b> for these activities. Participation points will also be received from the average of group member evaluations, where applicable.  --<b>Attendance Points</b> will be based on students' attendance to class as recorded by the attendance rolls taken during each class meeting.</p>	15%
<b>TOTAL</b>	<b>100%</b>

### Other Requirements

\*Additional Course Policies and Requirements will be provided at the end of the Syllabus.

## 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:

<i>Category</i>	<i>Symbol</i>
<b>Your Percentage Score for an Assignment</b>	<b>X</b>
<b>Highest Possible Percentage Score for Each Assignment (e.g., 20% for Quizzes)</b>	<b>A</b>
<b>Your Raw Score for an Assignment (e.g., 8/10 points for Quiz 1)</b>	<b>B</b>
<b>Total Highest Possible Raw Score for Assignment (e.g., 10 points for Quiz 1)</b>	<b>C</b>

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

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

**For example, for Site Analysis, if you score 109 (B) out of a possible 120 (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,**

$$X = (25 * 109) / 120 \rightarrow 22.71 \text{ (percentage points for the Site Analysis)}$$

*\*\*\*Please Note: Each student's Overall Total Percentage Score for all assignments (i.e., 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 as adhering to all Course/Classes Policies provided.

## TENTATIVE COURSE SCHEDULE

Day	Date	Topic	Assigned Reading for Next Class	Due from Students
Tues	August 28	Introductions; Class Overview	Chapter 1	
Thurs	August 30	Chapter 1 – Introduction to Heritage and Cultural Tourism	Chapter 2	
Tues	September 4	Chapter 2 – Consumption of Culture	Chapter 3	
Thurs	September 6	Class Discussion		
Tues	September 11	Chapter 3 – The Heritage Supply	Chapter 4	
Thurs	September 13	Chapter 4 – Spatial Perspectives	Chapter 5	
Tues	September 18	Class Discussion		
Thurs	September 20	Chapter 5 – Authenticity <i>Case Study Assignment Instructions Posted</i>	Chapter 6	
Tues	September 25	Chapter 6 – The Politics of Heritage Tourism		
Thurs	September 27	Class Discussion		
Tues	October 2	<b>Guest Speaker</b> <b>Review of Midterm Exam (A1)</b>	Chapter 7	
Thurs	October 4	<b>MIDTERM EXAM (A1) – In classroom</b>		
Tues	October 9	<b>NO CLASS – COLUMBUS DAY</b>		
Thurs	October 11	Chapter 7 – Conserving the Past	Chapter 8	
Tues	October 16	Chapter 8 – Legislation and Conservation Orgs	Chapter 9	
Thurs	October 18	Chapter 9 – Conservation and Tourism	Chapter 10	
Tues	October 23	Class Discussion		
Thurs	October 25	Chapter 10 – Interpreting the Past	Chapter 11	
Tues	October 30	Class Discussion		
Thurs	November 1	Chapter 11 – Planning Principles	Chapter 12	
Tues	November 6	<b>Field Trip/ Guest Speaker/Class Discussion</b>		
Thurs	November 8	Chapter 12 – Marketing the Past	Chapter 13	
Tues	November 13	<b>NO CLASS – ONLINE STUDY</b>		
Thurs	November 15	Chapter 13 – Raising Revenue & Managing Visitors		
Tues	November 20	Class Discussion		
Thurs	November 22	<b>NO CLASS – THANKSGIVING RECESS</b>		
Tues	November 27	<i>#Groups 1-3 Case Study Presentations</i>		<i>Case Study Papers</i>
Thurs	November 29	<i>#Groups 4-6 Case Study Presentations</i>		<i>Case Study Papers</i>
Tues	December 4	<i>#Groups 7-8 Case Study Presentations</i>		<i>Case Study Papers</i>
Thurs	December 6	Wrap Up, <b>Final Exam Review</b> , Miscellaneous		
Thurs	December 13	<b>FINAL EXAM (A2) – In classroom – 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.*

## 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/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/students/>.**