TOUR 210 (002) — Global Understanding through Travel and Tourism
3 Credits, fall 2018
Monday & Wednesday 3:00 pm – 4:15 pm – Enterprise Hall 276 – Fairfax

Faculty

Name: John F. Byrne
Office hours: By appointment
Office location: Program Office
Office phone: Please use email
Email address: jbyrne4@gmu.edu

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.

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.

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 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 stresses the interconnectedness, difference and diversity that are central to understanding and operating in a global society. At the completion of this course students should be able to:

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

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 with 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 27 & 29	Course Introduction
Sep 3	Labor Day – university closed
Sep 5 & 10	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 12 & 17	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 19 & 24	3. Tourism Employment Peace Corps presentation This Week in the World student presentation **See Reading List**
Sep 26 & Oct 1	4. Culture & Tourism This Week in the World student presentation **See Reading List**
Oct 8	Fall Break
Oct 9 **Tuesday**	Mid-Term Exam Armchair Travel Journal report due
Oct 10 & 15	5. Tourism, Terrorism and Natural Disasters This Week in the World student presentation **See Reading List**
Oct 17 & 22	6. Peace through Tourism This Week in the World student presentation **See Reading List**
Oct 29 & Oct 31	7. Volunteer Tourism This Week in the World student presentation **See Required Readings**
Nov 5 & Nov 7	8. Backpacking, Hostelling and Independent Travel This Week in the World student presentation **See Reading List**
Nov 12 & 14	9. Sustainable Tourism & Eco-tourism This Week in the World student presentation **See Reading List**
Nov 19	10. International Travel Plan Semester Project Student presentation & Report due As scheduled
Nov 21	Thanksgiving break

DATE	TOPIC
Nov 26 & 28	10. International Travel Plan Semester Project Student presentation & Report due As scheduled
Dec 3 & 5	10. International Travel Plan Semester Project Student presentation & Report due As scheduled
Dec 10	Reading day
Dec 17 **1:30 – 4:15**	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 DO NOT USE

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see https://catalog.gmu.edu/policies/honor-code-system/#text).

- Students must follow the university policy for Responsible Use of Computing (see https://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://ds.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/api/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 or 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. 9 Aug 2018. <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. 9 Aug 2018. <http://www.getty.edu/art/exhibitions/grand_tour/what.html>

> Familiarization with website. "Mason Study Abroad" George Mason University. 9 Aug 2018. <http://studyabroad.gmu.edu/>

> Why Tourism. UNWTO. 9 Aug 2018. <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 21st 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. 9 Aug 2018. <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'. 9 Aug 2018. <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. 9 Aug 2018. < https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2017/world2017.pdf>

> Van Broeck, Anne Marie. 2001. "Pamukkale: Turkish Homestay Tourism." In Hosts and Guests Revisited: Tourism Issues of the 21st 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. 9 Aug 2018.
<http://www.e-unwto.org/doi/pdf/10.18111/9789284416158>

Annual Report. 2017. UNWTO. pp 4-38. 9 Aug 2018.
<http://publications.unwto.org/publication/unwto-annual-report-2017>
<https://www.e-unwto.org/doi/pdf/10.18111/9789284419807>

4. Culture & Tourism

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. Issues in Preservation. 9 Aug 2018. <http://www.preservationnation.org/information-center/economics-of-revitalization/heritage-tourism/?gclid=CNGs7tyswbgCFVCY4AodbEcAjQ>

5. Tourism, Terrorism and Natural Disasters

"Terrorism terrorizes tourism: Indian tourism effacing myths?" Mukesh Ranga and Priyanka Pradhan. University of Palermo, Argentina. 9 Aug 2018. <http://www.palermo.edu/economicas/cbrs/pdf/ijssth/5/paper2-Terrorism-terrorizes-tourism.pdf>

Impact of Natural Disasters on the Tourism Industry. 12 Aug 2018. <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. 9 Aug 2018. <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. 9 Aug 2018. <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. 9 Aug 2018. <http://www.wttc.org/-/media/files/reports/special-and-periodic-reports/tourism-as-a-driver-of-peace_report-summary---web.pdf?la=en>

Newsletter April 2018. International Institute of Peace through Tourism. 9 Aug 2018.
<http://www.iipt.org/newsletter/2018/april.html>

Tomljenovic, Renata, and Faulkner, Bill. 2001. 12 Aug 2018. "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. 9 Aug 2018. <http://www.iipt.org/>

7. Volunteer Tourism

    Familiarization with web site. Peace Corps. 10 Aug 2018. <http://www.peacecorps.gov/>

    McGehee, Nancy. "Volunteer Tourism: Sustainable Innovation in Tourism, or Just "Pettin' the Critters" 10 Aug 2018. <https://www.academia.edu/3065627/Volunteer_Tourism_Sustainable_Innovation_in_Tourism_or_just_Pettin_the_Critters_>

    Familiarization with web site. Global Volunteers. 10 Aug 2018. <http://www.globalvolunteers.org/>

    Familiarization with web site. Cross Cultural Solutions. 10 Aug 2018. <http://www.crossculturalsolutions.org>

8. Backpacking, Hostelling & Independent Travel

    Familiarization with web site. "Hostelling International USA." American Youth Hostels, Inc. 10 Aug 2018. <http://www.hiusa.org/>

    "Global Code of Ethics for Tourism." Set of principles. World Tourism Organization. 10 Aug 2018. <http://ethics.unwto.org/content/global-code-ethics-tourism> Click on each principle for details.

    Familiarization with web site. Hostel World. 10 Aug 2018. <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.

    World Heritage and Tourism in a Changing Climate. UNESCO. May 25, 2016. pp 1–32, and 52-59. 12 Aug 2018. <http://whc.unesco.org/en/activities/883/>

    The hidden climate change impacts of the tourism industry. The Ecologist. 12 Aug 2018. <https://theecologist.org/2018/may/22/hidden-climate-change-impacts-tourism-industry>

    WTTC statement on Nature Climate Change paper: 'The carbon footprint of global tourism'. 12 Aug 2018. <https://www.wttc.org/about/media-centre/press-statements/2018/wttc-statement-on-nature-climate-change-paper-the-carbon-footprint-of-global-tourism/>

    Tourism in the UN Green Economy Report. UNWTO. 12 Aug 2018. <http://asiapacific.unwto.org/sites/all/files/pdf/2012may_chiangmai_lc_0.pdf>

    United Nations Environment Programme. Tourism can help sustain biodiversity. 12 Aug 2018 <https://www.unenvironment.org/news-and-stories/story/tourism-can-help-sustain-biodiversity>.

"A roadmap towards 2030: the legacy of the International Year of Sustainable Tourism Development 2017". 19 Dec 17. 12 Aug 2018. <http://www2.unwto.org/press-release/2017-12-19/roadmap-towards-2030-legacy-international-year-sustainable-tourism-developm>

UNWTO launches an online Platform to Achieve SDGs through Tourism Jul 23, 2018, 12 Aug 2018. <https://media.unwto.org/press-release/2018-07-23/unwto-launches-online-platform-achieve-sdgs-through-tourism>

Familiarization with website. Sustainable Coastal Tourism - An integrated planning and management approach. 12 Aug 2018. <http://www.unep.fr/shared/publications/pdf/DTIx1091xPA-SustainableCoastalTourism-Planning.pdf>

Familiarization with website. The International Ecotourism Society. 12 Aug 2018. <http://www.ecotourism.org/>

Sustainable Development of Tourism. 12 Aug 2018. <http://sdt.unwto.org/content/faq-climate-change-and-tourism>

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.