

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

TOUR 210 DL2 – Global Understanding Through Travel and Tourism  
3 Credits, Spring 2019  
Online

**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**

Travel and tourism is one of the world's leading industries, and it is often seen as a major force for economic development. The purpose of this course is to broaden students' global understanding by introducing students to the basic elements and concepts of travel and tourism. The focus of this course is on the social science of tourism, namely the geography, economics, psychology, history, and physical development of tourism, as well as the industry's positive and negative social, cultural, economic, and physical impacts in destination communities throughout the world.

**Course Delivery Method**

This course will be delivered online (95% or more) using an asynchronous format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on August 13, 2018.

Welcome to TOUR 210 - Global Understanding Through Travel and Tourism! This is a 14-week online course (plus fall break week), which **will be conducted exclusively on-line on Blackboard (BB)**. Students are required to spend time studying individually, but are also encouraged to work collaboratively with other students on assignments, projects and other learning activities. Working online requires dedication and

organization. Students must check their GMU email and BB announcement messages on a daily basis and communicate any questions or problems that might arise promptly. In our online learning community, we must be respectful of one another. Please be aware that innocent remarks can be easily misconstrued. Sarcasm and humor can be easily taken out of context. When communicating, please be positive and diplomatic. I encourage you to learn more about Netiquette.

The course is taught in weekly increments (Week 1 through Week 14), **starting on Tuesdays and ending at 11:59pm on Mondays**, with the exception of the last session when the week will end at **11:59pm on Sunday, May 5, 2019**. The course is **running from Tuesday, January 22 through Sunday, May 5, 2019**. Last day to withdraw from this course without penalty is **February 5, 2019**.

To get started, please review the *Getting Started Link* on the Course Welcome Page in BB. In that section, you will find a copy of the Syllabus and Student Resources. **You are required to visit all these areas and read them in detail.**

In the *Syllabus and Documents* section on BB, you will find a '*Read me Second*' document, which will give you information about what it takes to succeed in an online environment including. Furthermore, please scan the rest of the Syllabus to help you understand the assignments and grading guidelines. Finally, please review the Course Schedule and input assignment due dates into your personal organizer to help you plan your work for the semester.

**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**

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 will need a headset microphone for use with the Blackboard Collaborate web conferencing tool. [Delete this sentence if not applicable.]
- 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/](http://www.apple.com/quicktime/download/)

### **Expectations**

- Course Week:  
Because asynchronous courses do not have a “fixed” meeting day, our week will start on **Tuesdays**, and finish on **Mondays** at 11:59PM.
- 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 7 times per week. Please note well: Students who log into the course Blackboard site and check their email for communication from the course instructor and classmates more frequently (particularly in regard to Discussions) tend to earn better grades in the course.
- 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 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.

### **Required Texts**

**Goeldner, C. R., & Ritchie, J.R. B. (2012). *Tourism: Principles, practices, philosophies*, (12<sup>th</sup> Ed.). Hoboken, NJ: John Wiley and Sons.**

*Publication Manual of the American Psychological Association* (6<sup>th</sup> ed.). (2010). Washington DC: APA.

Besides the text, I will be using some supplemental readings throughout the semester. The supplemental readings will help you focus on the latest information in this constantly evolving field.

### **SOME POPULAR ACADEMIC JOURNALS:**

Annals of Tourism Research  
 Journal of Travel and Tourism  
 Journal of Travel Research  
 Journal of Sustainable Tourism  
 Journal of Tourism Studies  
 Leisure Sciences  
 Journal of Park and Rec. Administration  
 Cornell Hospitality Quarterly (and Cornell Hotel and Restaurant Administration Quarterly)  
 European Journal of Tourism, Hospitality and Recreation  
 Foodservice & Hospitality  
 Hospitality Research Journal  
 International Journal of Contemporary Hospitality Management  
 International Journal of Hospitality Management  
 International Journal of Hospitality & Tourism Administration  
 International Journal of Culture, Tourism and Hospitality Research  
 Journal of Hospitality & Tourism Education  
 Journal of Hospitality and Tourism Management  
 Journal of Hospitality & Tourism Research  
 Journal of Human Resources in Hospitality & Tourism  
 Leisure & Hospitality Business  
 Lodging Hospitality  
 Restaurant Hospitality  
 Tourism and Hospitality Research

Tourism and Hospitality Management  
Worldwide Hospitality and Tourism Themes

**Professional Periodicals:**

Travel Weekly  
Hotel and Motel Management  
Resort and Hotel Management  
Travel News  
ASTA Agency Management  
Parks and Recreation  
Amusement Business  
Special Events

*Note:* Use the search tools under Libraries on the GMU website.

**Some Important Industry WEBSITES:**

World Travel and Tourism Council (WTTC) [www.wttc.org](http://www.wttc.org)

World Tourism Organization (WTO) [www.wold-tourism.org](http://www.wold-tourism.org)

American Hotel and Lodging Association (AHLA) [www.ahla.org](http://www.ahla.org)

Hotels Magazine [www.hotelsmag.com](http://www.hotelsmag.com)

Hotel Jobs [www.hoteljobs.com](http://www.hoteljobs.com)

Foodservice [www.foodservice.com](http://www.foodservice.com)

National Restaurant Association [www.restaurant.org](http://www.restaurant.org)

M&C Online [www.meetings-conventions.com](http://www.meetings-conventions.com)

International Special Events Society (ISES) [www.ises.com](http://www.ises.com)

American Management Association [www.amanet.org](http://www.amanet.org)

Council of Hotel, Restaurant and Institutional Educators [www.chrie.org](http://www.chrie.org)

Hospitality Net [www.hospitalitynet.org](http://www.hospitalitynet.org)

**COURSE PERFORMANCE EVALUATION:**

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

Item	Brief Description and Due Date	%
<b>Attendance and Participation</b>	Attendance is the same as Discussion Forum Participation. Please see Discussion Forum (DF) Participation Grading Rubric in Syllabus and Documents	20

	There are <b>10 Weeks with Discussion Participation</b> on BB (worth 1.2% each, consisting of 2 Discussion Forums each week).  There are also <b>4 Discussion Board Exercises</b> worth 2% each	
<b>Quizzes</b>	10 BB Online Quizzes (5% each)	50
<b>Geography Tests</b>	3 On-line Geography Tests (3.33% each)	10
<b>Final Research Paper</b>	Due by 11:59pm on <b>Sunday, May 5.</b>	20
<b>TOTAL:</b>		<b>100</b>

*Note: Faculty reserves the right to change the requirements for these assignments. Assignment types, due dates, and workload are non-negotiable.*

### Assignments and/or Examinations

**Online Quizzes** will be in a multiple-choice format. There will be 10 online quizzes, each worth 5% of your grade. Each quiz will be based on chapter readings from the textbook AND the corresponding PowerPoint presentation. The deadline for the weekly online quizzes is **Monday at midnight**. Every Monday at midnight, a new online quiz will be posted on Blackboard. It is up to you to know when the deadline is for each quiz, no exceptions. I encourage you not to leave the online quizzes until the last moment, to avoid any complications. Also, you only have 15 minutes to complete each quiz – if you go over that time limit, you will not get credit for your correct responses. The quizzes will be timed in BB. Thus, make sure to finish within the allowable time limit, and be sure your internet connection is working well before beginning the online quiz.

**Final Tourism Research Paper:** This is a minimum of 8 and a maximum of 12 pages double-spaced text (references and appendix including graphs, tables, pictures are additional to the above requirement and should not total more than another 5 pages) in APA academic style. The Research Paper theme may be: 1) an extension of your **Weekly Discussion Forums**, 2) **any Textbook Chapter Theme** with the purpose of *expanding* the information provided in the book, 3) the impacts of tourism on any destination, 4) or it may be a different topic of your choice related to this class.

Exact duplication of Research Paper titles is not advisable, but there may be more than one paper from a topic area. **The Research Paper is due by midnight 11:59pm on Sunday, May 5.** No extension will be provided and each day of delay will cost 10% of the grade. Do not email me your Tourism Research Paper, instead, you must upload your paper as an assignment on Blackboard in the corresponding week. The papers will be checked for originality and plagiarism through SafeAssign on BB. Late submissions will result in a 10% deduction per day, and absolutely no paper will be accepted after Wednesday, December 12 at 11:59PM, no exceptions or extensions. Save your papers by first name in a Word doc(x) format, so

that I can provide detailed track changes feedback. **It is entirely up to you to make sure your assignments are properly uploaded, complete, AND readable.**

**Grading Rubric:** You must include at least 5 references from academic journals or books researched from the library or the library's online search engines. Total number of references should be a minimum of 10. Content of paper should correspond to your Paper Title. **APA style of writing is crucial and if not followed exactly will discount your grade with one point or 10%** (e.g., A to B). The most important aspects from APA that you must follow are: font; line spacing; paragraph length and indenting; paper headings, sub-headings and structure; in-text references provided in the right format; end-page reference list; table and figure format; grammar and spelling; as well as syntax and style of writing (style should be formal, academic, reporting, and never in first person singular or plural – "I, me, we, our", etc.). A **Research Paper Rubric** is provided in *Grading Rubrics* in *Syllabus and Documents* on BB.

**Discussion Board Exercises:** There will be 4 discussion board exercises that will involve the participation of your fellow classmates, each worth 2% of your final grade (the excesses may include an open-ended essay question to answer or an on-line activity to complete). Discussion board exercises will be available for one week (just like the DB Participation Questions, see the Course Schedule below). You will be graded on your level of insight and effort. Further details can be found under the *Discussions Board* and the *Syllabus and Documents* link on Blackboard.

**Discussion Board Questions and Participation\*:** This is similar to the DB Exercises, but it is of lighter load and lesser difficulty of the questions. Discussion Board Questions Participation are worth 1.2% of your final grade each week. The duration is the same as that of the exercises. You have a whole week to respond and engage (Tuesday to Monday). Once the week elapses, you will have no opportunity to engage in that week and your participation score will be 0%.

\*During the semester, you will be **allowed to skip** one or two DB participation weeks **if you write** a mini-paper (small essay) in APA style of writing to prepare for your final research paper. The topics of the small essay (SE) will be announced by the professor in advance and everyone will be able to choose whether to participate in the DB online or to submit a SE for grading. A good time to take advantage of this option is Week 13 after the Thanksgiving break, because that is right before your paper is due and you have two discussion assignments due in the same week (DB Exercise and DB Participation).

**Geography Tests:** North Americans are notoriously poor at geography, which is unacceptable especially for those in the travel and tourism industry. You will take **three online** geography tests for this course. Together they represent 10% of your final grade (each test is worth 3.33%). Study materials for these tests will be posted on Blackboard a week in advance of the test deadline. Geography Tests will be available for one week and due **Monday night at midnight** (see the Course Schedule below). Students will be required to locate various regions, countries, states and provinces on maps. The places for which you will be responsible are listed below. It is up to you to learn these geographical locations as they will not be included in the online lectures.

**THE FIRST TEST:** North America: All U.S. states (+D.C.), all Canadian provinces/territories. Central America: Mexico, Belize, Honduras, Costa Rica, Panama. West Indies & Caribbean: Bahamas, Cuba, Cayman Islands, Jamaica, Haiti, Barbados, Puerto Rico, Virgin Islands, Aruba



**THE SECOND TEST:** South America: Venezuela, Ecuador, Peru, Brazil, Chile, Argentina  
 Western Europe: All countries: Scandinavia (Iceland, Norway, Sweden, Finland, Denmark),  
 Greenland, Republic of Ireland, United Kingdom (England, Wales, Scotland, Northern Ireland),  
 Portugal, Spain, France, Belgium, Netherlands, Luxembourg, Germany, Switzerland, Liechtenstein,  
 Italy, Austria Eastern Europe: Poland, Czech Republic, Slovak Republic, Hungary, Greece, Russia

**THE THIRD TEST:** Asia: Turkey, Saudi Arabia, Israel, India, Thailand, China, Taiwan,  
 Hong Kong, Japan, South Korea, Viet Nam, Singapore, Philippines, Malaysia, Indonesia Australia:  
 Australia, New Zealand Pacific Islands: Solomon Islands, Fiji, American Samoa, Guam, Tahiti  
 Africa: Morocco, Egypt, Kenya, Tanzania, Mozambique, Zambia, Zimbabwe, S. Africa

### Other Requirements

If any quiz or assignment is not completed by the assigned date, you must have a documented excused absence in order to take a makeup the quiz or assignment. Late submission is worth 10% penalty per day on the Research Paper only. Late penalty is not applicable to Discussion Exercises and Discussion Board Participation.

### Grading

A	94-100%	C+	78-79%
A-	90-93%	C	74-77%
B+	88-89%	C-	70-73%
B	84-87%	D	60-69%
B-	80-83%	E	59% and below

**Grading Rubric:** The grade will be 0% if any (and for each) of the above listed grading components is not addressed. Late submissions are penalized with 10% for each day late.

### Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times. See <https://cehd.gmu.edu/students/polices-procedures/>

<b><u>TOUR210: Global Understanding Through Travel and Tourism</u></b>				
<b>Week #</b>	<b>Dates</b>	<b>Topics</b>	<b>Textbook Readings</b>	<b>What is Due</b>
<b>1</b>	<b>Tuesday, Jan. 22- Monday, Jan. 28</b>	<ul style="list-style-type: none"> <li>• Course Overview</li> <li>• Introduction to Tourism</li> </ul>	Ch. 1,12	<b>Student Introductions on BB</b> <b>Discussion Board Exercise 1</b> due
<b>2</b>	<b>Jan. 29 – Feb. 4</b>	<ul style="list-style-type: none"> <li>• Course Overview</li> <li>• Introduction to Tourism</li> </ul>	Ch. 1,12	Weekly <b>online Quiz 1</b> due AND <b>Discussion Board Questions &amp; Participation</b>
<b>3</b>	<b>Feb. 5 - 11</b>	<ul style="list-style-type: none"> <li>• Transportation</li> <li>• Cruise Industry</li> </ul>	Ch. 5	Weekly <b>online Quiz 2</b> due AND



				<b>Discussion Board Questions and Participation</b>
4	Feb. 12 - 18	<ul style="list-style-type: none"> <li>Hospitality and Related Services</li> </ul>	Ch. 6	Weekly <b>online Quiz 3</b> AND <b>Discussion Board Exercise 2</b> due
5	Feb. 19 - 25	<ul style="list-style-type: none"> <li>Socio-Cultural Impacts of Tourism</li> </ul>	Ch. 11	Weekly <b>online Quiz 4</b> due AND <b>Discussion Board Participation</b>
6	Feb. 26 – March 4	<ul style="list-style-type: none"> <li>Tourism and the Environment</li> </ul>	Ch. 17	Weekly <b>online Quiz 5</b> due AND <b>Discussion Board Participation</b>
7	March 5 - 11	<ul style="list-style-type: none"> <li>Economic Impacts of Tourism</li> </ul>	Ch. 14	Weekly <b>online Quiz 6</b> AND <b>Discussion Board Exercise 3</b>
	March 12-18	<b>Spring Break</b>	<b>Break</b>	<b>Spring Break No classes!</b>
8	March 19 - 25	<ul style="list-style-type: none"> <li>Tourist Marketing</li> </ul>	Ch. 19	Weekly <b>online Quiz 7</b> due AND <b>Discussion Board Participation</b>
9	March 26 - April 1	<ul style="list-style-type: none"> <li>Organizations in the Distribution Process</li> </ul>	Ch. 7	Weekly <b>online Quiz 8</b> due AND <b>Discussion Board Participation</b>
10	April 2 – 8	<ul style="list-style-type: none"> <li>Tourism Organizations</li> </ul>	Ch. 4	Weekly <b>online Quiz 9</b> AND <b>Geography Test 1</b> due AND <b>Discussion Board Participation</b>
11	April 9 – 15	<ul style="list-style-type: none"> <li>Cultural and International Tourism for Life's Enrichment</li> </ul>	Ch. 10	Weekly <b>online Quiz 10</b> due AND <b>Geography Test 2</b> AND <b>Discussion Board Participation</b>
12	April 16 – 22	<ul style="list-style-type: none"> <li>Attractions</li> </ul>	Ch. 8	<b>Geography Test 3</b> due AND <b>Discussion Board Questions and Participation</b>
13	April 23 – 29	<ul style="list-style-type: none"> <li>Trends in Tourism</li> </ul>	Ch. 20	<b>Discussion Board Exercise 4</b> AND <b>Discussion Board Questions and Participation</b>
14	April 30 – <b>Sunday, May 5 11:59pm</b>	<ul style="list-style-type: none"> <li>None</li> </ul>	None	<b>Research Paper due Sunday, May 5 at 11:59pm</b>

*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.

### *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/>.**

## **STUDENT SERVICES:**

### **University Libraries**

University Libraries provides resources for distance students. [See <http://library.gmu.edu/distance>].

### **Writing Center**

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. [See <http://writingcenter.gmu.edu>]. You can now sign up for an Online Writing Lab (OWL) session just like you sign up for a face-to-face session in the Writing Center, which means YOU set the date and time of the appointment! Learn more about the [Online Writing Lab \(OWL\)](#) (found under Online Tutoring).

**Counseling and Psychological Services**

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 [See <http://caps.gmu.edu>].

**Family Educational Rights and Privacy Act (FERPA)**

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>].

