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

TOUR 200 A02 – Introduction to Travel and Tourism
3 Credits, Summer 2019
Online

Faculty
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Prerequisites: None

University Catalog Description:
An introduction to travel and tourism from local to international levels. Overview of the scale, scope and organization of the industry; emphasis on development of natural, cultural, heritage, and recreational resources of tourism. Identifies issues related to the economic, technological, legal, and political aspects of tourism.

Course Overview
Welcome to TOUR 200 – Introduction to Travel and Tourism. This is a **5 week online course**, which will be conducted exclusively through Blackboard (BB). You will have 100% on-line delivery of the class material and examinations through 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.

Course Delivery Method
This course will be delivered online (100%) using [select either a synchronous or 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 Monday, May 20, 2017

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.

REQUIRED method of communication is the "send-email" function in Black board (Go to *Tools*, then choose *Messages,* and send me a message that way.)

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: 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 Friday.

- 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 daily**.

- 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:

At the completion of this course, students should be able to:

1. Explain the status of tourism as an increasingly important academic areas of investigation:
2. Describe the nature of tourism for a systems perspective;
3. Describe the "push" (demand) and "pull" (supply factors that are associated with the emergence of modern tourism systems;
4. Identify spatial patterns of tourism development at the global, national and local level;
5. Appreciate the management dimensions of tourist attractions and other components of the tourism industry;
6. Discuss major tourism market trends and segmentation criteria;
7. Apply basic marketing concepts to the tourism system;
8. Identify and critique the potential positive and negative economic, socio-cultural, and environmental impacts of tourism that can affect various kinds of destinations;
9. Formulate strategies that will allow destinations to maximize the positive impacts of tourism, whilst minimizing its negative impacts;
10. Describe the dynamics associated with destination development;
11. Explain and assess the increasing importance of "sustainability" as a principle for the management of tourism systems; and
12. Appreciate the importance and basic characteristics of research within the field of tourism management.

Required Texts
Weaver, D. W. & Lawton, L. (2014). *Tourism Management* (5th ed) Milton, Qld: John Wiley & sons Australia, Ltd.-GMU custom text.

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.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard).

Assignments and/or Examinations

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 5), **starting on Mondays and ending on Fridays**.

In the *Syllabus* section on BB, please read 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.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard).

Item	Brief Description and Due Date	%
Participation	Participation will be checked with Discussion Board (DB) participation. Total of 4 discussion board forums (5 point each): dates are listed in the course schedule	20%
Midterm Exam	Multiple Choice Exam: check the course schedule for exam date	25%
Final exam	Online multiple choice exam. The test will be available **from June 19 (Wed) till 11:59pm on June 21 (Fri)**	25%
Group Project - Discussion	Each group will lead a Discussion Board (DB) facilitatio	10%

Board Facilitation		
Individual Research Paper	Due by **11:59 pm** on **June 19 (Wednesday).**	20%
TOTAL:		**100**

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

Assignment Description and Grading Rubrics:

Participation (20%):

Participation:
Participation in this class constitutes 20% of the grade and is required as this will contribute to the content quality of the class as well as to your intellectual benefit from it. This will be evaluated by your entries on the Discussion Board each week a Team presents. **If you do not participate you will receive a 0 for the week. Example: if you participate in 5 of the 10 discussion board forums that would be 50% and you would earn 10 of the possible 20 points.** Further, participation in the DB Forums is the only way to register attendance in the course. The deadline for posting your comments each week is each Wednesday by 11:59 pm. This will allow the presenting team to respond to your postings before the week ends on Friday at 11:59 pm. **Late submissions will be counted as a zero (0**).

Midterm exam (25%):

This test will be timed and must be completed in one sitting. Missing a test leads to "ZERO" point for this MCT and will **NOT** be compensated with another chance to receive a grade unless it is due to a personal illness or family emergency that must be documented by a physician's note.

Final exam (25%):

Final exam is a multiple choice test and it covers all chapters in the syllabus. Questions on the final exam include the questions from mini exams as well as new questions.

Group Project (Discussion Board Facilitation): 10%

Group Project – DB Facilitation:
The Group Project represents 10% of the grade. You will be assigned to a team of other students by the instructor. Listed below are the specific instructions. If you do not understand something email the instructor with your question.
   (1) Selecting an article related to the reading assigned for the week;
   (2) Presenting the exact academic reference, copy of the article and the weblink (if any) for this article in APA style;
   (3) Sharing your personal impressions from that article;

(4) Posting two questions for the class based on the article's content; and facilitating a class discussion on the question responses or general impressions from the article. Facilitating the discussion means that you will reply to each student's answer to your questions. Further the response must be thoughtful and insightful relative to the topic. Responding with a response that says…" I like your statement" is not enough. A guideline is approximately 200 words. This will be measured each week by the instructor in terms of how many responses you post to the Discussion Board on your week of submission. **Example: if you each respond to 5 of the 10 other students then that is 50% performance and would yield you 5 of the 10 points possible.** The article should be from an academic journal of your choice (you may see a list of possible journals in the Syllabus or below the course calendar in the word version of the syllabus).

(5) Another part of the assignment is to read the book Chapter assigned for the week and decide on creating at least two other discussion forums with questions based on the chapter content.

(6) **All team** members must respond to each student's submission after the instructor has posted on the DBF.

Teams, must submit; 1) a link to the article, 2) two questions about the article to stimulate discussion and 3) two questions from the chapter in the textbook that week as well as 4) your personal impressions on the article's content to me via email all discussion forums by Friday night at 11:59 pm on the week preceding the week of your facilitation. I will post the forums in BB after review.

I will assign students to teams during week 1.

Individual Research Paper (20%):

A minimum of 10 pages double-spaced text (references and appendix including graphs, tables, pictures are excluded from the above requirement) in APA academic style. Detailed grading rule of this research project can be found in the "document" folder. You will be required to post your progress each week to demonstrate progress made on the paper. Failure to post any of the weekly progresses may result in a zero (0) grade on the assignment. Papers will likely be submitted to an online program used by the instructor such as "turn it in" to check for plagiarism and references cited. If plagiarism is found the instructor will follow the university policy for action. This research Paper is due by **11:59pm on June 21, 2017.** No extension will be provided.

GRADING SCALE:

A+	= 97-100	B+	= 87 – 89	C+	= 77 – 79	D	= 60 – 69
A	= 94 – 96	B	= 84 – 86	C	= 74 – 76	F	= 0 – 59
A-	= 90 – 93	B-	= 80 – 83	C-	= 70 – 73		

Professional Dispositions

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

Class Schedule

WEEK	DATES	TOPIC & Activity	DUE ITEMS
1	**May 20 (Mon) – May 24 (Fri.)**	**Introduction to tourism management** **The tourism system** **The evolution and growth of tourism** - <u>Team topic/week selection (Discussion board)</u>	**Chapter 1, 2 & 3** Read article for **Discussion Board forum participation #1 & post your responses**
			- Post your Report individual paper topic selection in the discussion board
2	**May 28 (Tue) – *June 1 (Sat.) * only week 2 due to the Memorial day holiday**	**Destinations** **The tourism product** **Tourist markets**	**Chapters 4, 5 & 6** **-Group Facilitation #1 Discussion forum participation #2 & post your responses**
			-Post your Paper Outline on the discussion board
3	**June 3 (Mon) – June 7 (Fri.)**	**Midterm Week**	**-Group Facilitation #2 Discussion forum participation #3 & post your responses**
			-Post the first draft of your paper on the discussion board **-Midterm exam (Chp 1-6): open June 6 (Thursday) till June 7 (Friday) 11:59 pm**
4	**June 10 (Mon) – June 14 (Fri.)**	**Tourism marketing** **Economic impact of tourism** **Sociocultural and environmental iimpacts of tourism**	**Chapters 7, 8, 9 & 10** **-Group Facilitation #3 Discussion forum participation #4 & post your responses**

		Destination development	
			-Post the second draft with edits noted of your paper on the discussion board
5	**June 17 (Mon) – June 21 (Fri.)**	**Student Review Week**	**-Group Facilitation #4 Discussion forum participation #5 & post your responses** **-Final Exam:** will open from **June 19 (Wed) till June 21 (Fri) 11:59 pm**
			-Individual Research Paper Due: June 19 (Wednesday) 11:59 pm

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 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 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/.