

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

TOUR 430.001– Destination Marketing and Management
3 Credits, Spring 2020
Friday/1:30 - 4:10pm/Aquia Building 213 – Fairfax Campus

Faculty

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Prerequisites/Corequisites

TOUR 241

University Catalog Course Description

Discusses the theories and concepts of destination management with a comprehensive approach that emphasizes planning, development, and marketing a destination.

Course Overview

This is an upper-level course in tourism and events management. It will require 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, such as lecture presentations, in class presentations, peer reviews, research groups, guest speakers, field trips, and writing assignments. The objective is threefold: to encourage collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as their instructor(s) are; 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 attend all class sections, actively participate in class discussions, complete in-class or take-home 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.**

The following requirements reflect the demands of the course. Students will be expected to respect the following policies:

- Official e-mail communications from the instructor will be sent to students' GMU-assigned e-mail addresses. Students are responsible to check their e-mail inbox and to ensure that there is room to receive incoming correspondence.
- All assigned readings for each week are to be completed prior to class.
- Students will abide by the Mason Honor Code, guided by the spirit of academic integrity.
- No grades or discussion of grades or grade appeals will be carried out over email due to its impersonal nature and security issues. Students can discuss their grades with the instructor in person.
- There will be no make-up assignments given without a valid university excuse. The instructor should be notified 24 hours in advance. The excuse must be written and documented.
- Arrangements for approved make-up assignments should be initiated by the student with the instructor.

Course Delivery Method

This course will be delivered in face-to-face in the classroom, and Blackboard will be used for assignments, tests, some activities, and communications.

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.
- 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

- **Blackboard and Email:** Students must actively and frequently check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials.
- **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.
- **Attendance:** Students are expected to attend class on time and also having finished the assigned readings for that class.
- **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.

Learner Outcomes or Objectives

On completion of this course students should be able to:

1. Understand the vital concepts and theories of marketing and managing tourism destinations.
2. Describe the foundations and characteristics of destination management.
3. Explain the importance of positioning, image, and branding in destination marketing.
4. Identify and explain theories and DMO's roles related to tourism product development.
5. Explain the importance of alliances and partnerships for DMOs, list potential alliance partners, and describe programs they may put into place.
6. Understand diverse information and communication technologies used by DMOs and discuss advantages of each technology.
7. Explain the importance of a destination crisis communications plan, and describe the steps in creating such a plan.
8. Identify and discuss the future trends and potential challenges for DMOs.

Professional Standards

Not applicable for professional accreditation standards.

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

Required Texts

1. Morrison, A.M. (2019). *Marketing and Managing Tourism Destinations*. New York, NY: Routledge
2. Selected articles

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).

Assignments/Examination	% of Grade
Class Attendance and Participation:	20
Assignments & Quizzes	40
Semester Research Project:	40
Total	100

Grading

The final grade in percentage terms will be converted to a letter grade per the following scale:

A+ = 97-100%	B+ = 87-89%	C+ =77-79%	D = 60-69%,
A = 93-96%	B = 83-86	C =73-76%	F = <60%
A- = 90-92%	B- = 80-82%	C- =70-72%	

Professional Dispositions

See <https://cehd.gmu.edu/students/polices-procedures/>

Class Schedule

Class Weekday Date	Courses / Topics	Assignments / Readings
1 Jan. 24	Course Introduction	-
2 Jan. 31	Fundamentals of Destination Marketing and Management: Concept, Scope, Roles and Structure	Leiper, Neil, "Tourist attraction systems", <i>Annals of Tourism Research</i> , 1990, Vol.17(3), pp.367-384 Textbook, Chap. 1
3 Feb. 7	Destination Marketing: (1) Destination Image and Branding (2) Conferences, Conventions, and Events	Textbook, Chapters 3 and 10
4 Feb. 14	Site Visit 1	Visit Fairfax (Fairfax County CVC)
5 Feb. 21	Destination Product Development	Textbook, Chap. 5 & Reading article

6 Feb. 28	Site Visit 2	Visit Prince William (Prince William County Office of Tourism)
7 Mar. 6	Managing Stakeholders at Destinations Destination Governance and Leadership	Textbook, Chapters 6 and 7 Textbook, Chap. 8
Mar. 13	Spring Break	-
8 Mar. 20	Research Day	
9 Mar. 27	Destination Information and Communication Technologies	Textbook, Chapters 11 and 12
10 Apr. 3	Site Visit 3	Visit DC (DC DMO)
11 Apr. 10	Safety and Crisis Management at Destinations	Reading chapter 18 and chapter 19, Wang and Pizam
12 Apr. 17	Site Visit 4	Brand USA
13 Apr. 24	Presentation of Semester Project	
14 May 1	Future of Destination Management: Challenges and Opportunities	Textbook, Chap. 17
15 May 8	Final Exam	

*Faculty reserves the right to alter the schedule as necessary, with notification to students.

**Site visit schedule is tentative and can change.

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 <https://catalog.gmu.edu/policies/honor-code-system/>).
- 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 <https://ds.gmu.edu/>).

- Students must silence all sound emitting devices 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://coursesupport.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/>.

