

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

TOUR 210: SectionA01 - Global Understanding Through Travel and Tourism  
3 credits, Summer 2020  
Online

**Faculty**

Name: Dr. Minkyung (Min) Park  
Office Hours: Monday 2:00-3:30pm (virtual office) or by appointment  
Office Phone: 703-993-7194  
Email Address: [mparka@gmu.edu](mailto:mparka@gmu.edu)

**Prerequisites/Corequisites**

None

Fulfills baccalaureate degree Global Understanding requirement.

**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 learning experiences in this course are afforded through weekly learning modules, weekly discussion assignments, directed readings, projects, and video material. The course relies on participatory dialogue as well as individual & collaborative learning. This course will be valuable to you only if you actively participate by reading, thinking, and joining in class discussion board activities. As the course progresses students should be able to integrate the topics of the course and see how the field of global tourism is broad and complex.

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.
- 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 through virtual meetings or on the phone.
- 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.

**Course Delivery Method**

This course will be delivered online (76% 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 or before Monday, June 1<sup>st</sup> at 9:00 a.m.

**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. To get a list of Blackboard's supported browsers see:

[https://help.blackboard.com/Learn/Student/Getting\\_Started/Browser\\_Support#supported-browsers](https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#supported-browsers)

To get a list of supported operation systems on different devices see:

[https://help.blackboard.com/Learn/Student/Getting\\_Started/Browser\\_Support#tested-devices-and-operating-systems](https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#tested-devices-and-operating-systems)

- 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://support.microsoft.com/en-us/help/14209/get-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 Monday, and finish on Sunday. The instructor will not be available during the weekend.**
- 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 3 times per 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 Syllabus and Class Schedule section in the blackboard site. 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. The meetings with the instructor can be arranged 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. Analyze and understand the history and significance of international tourism.
2. Examine the role of tourism in global system.
3. Analyze significant global tourism issues and demonstrate an awareness of how these issues are perceived and dealt with in different cultural and historical traditions.
4. Explore tourism based cultures in societies outside the United States.
5. Identify and examine the various models of tourism organization and governance internationally.
6. Examine the ways in which international tourism is managed and marketed.
7. Understand the role of tourism in economic development.
8. Demonstrate the development of intercultural competencies.
9. Explore individual and collective responsibilities within a global society through analytical, practical, or creative responses to problems or issues, using resources appropriate to the field.
10. Identify and articulate one's own values and how those values influence their interactions and relationships with others, both locally and globally.

### **Required Texts:**

Refer to the list of required readings in the class schedule section of this syllabus and **e-Reserve** in the Blackboard site.

### **Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor.

### **Assignments and Examinations (Short Description)**

- **Peer Leader Discussion Board Assignment**  
Each student will work in a group to lead the discussion board for one of the class topics assigned to you. Your instructor will randomly place you with classmates and assign to a class topic that you are leading. You will thoroughly read the chapter(s) and the articles as well as watch related contents/videos pertaining to each topic you are in charge of. This assignment will demonstrate the student's ability to analyze significant global tourism issues and develop practical or rational responses to problems or issues. Details are described in the Assignments section in the blackboard site.

- **Weekly Learning Activities**

Each weekly learning modules include learning activities in a variety form of discussion board comments which include commenting on a minimum of **five** of the postings made by your classmates, quick surveys, or directed readings. Late submissions will be penalized with up to a 50% grade deduction.

- **Mid-term and Final Exams**

The midterm and final exams must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.

Mid-term exam includes the topics of history of tourism, global tourism system, economic impacts of tourism, COVID-19 and Tourism, cultural and social impacts of tourism.

Final exam includes the topics of tourism and natural disasters, tourism and terrorism, dark tourism, peace through tourism, and sustainable tourism.

- **Semester Project: Learn a foreign country through travel and tourism**

Each student will conduct research on travel and tourism facts about a foreign country and design a trip itinerary. This assignment will demonstrate the student’s development of intercultural competencies. Details are described in the Assignments section in the blackboard site.

### Course Performance Evaluation

<b>Assignments/Examination</b>	<b>Grade Points</b>
<b>Mid Exam</b>	10
<b>Final Exam</b>	10
<b>Weekly Learning Activities: Multiple grades for directed readings, discussion board postings and comments, other short assignments (e.g. Peer leader discussion)</b>	60
<b>Semester Project: Learn a foreign country through travel and tourism</b>	20
<b>Total</b>	100

### 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.

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

## Class Schedule

<b>Class Weekday Date</b>	<b>Courses / Topics</b>	<b>Assignments / Readings</b>
Week1: June 1 - 7	History of Tourism Global Tourism System	Check <b>Weekly Modules or e-Reserve</b> on the Blackboard site for specific readings and assignments
Week 2: June 8 - 14	Economic Impacts of Global Tourism COVID-19 and Tourism	Check <b>Weekly Modules or e-Reserve</b> on the Blackboard site for specific readings and assignments
Week 3: June 15 – 21	Culture and Tourism Social Impacts of Tourism <b>Mid Exam</b>	Check <b>Weekly Modules or e-Reserve</b> on the Blackboard site for specific readings and assignments
Week 4: June 22 - 28	Disasters and Tourism Dark Tourism	Check <b>Weekly Modules or e-Reserve</b> on the Blackboard site for specific readings and assignments
Week 5: June 29 – July 4	Alternative Tourism Sustainable Tourism/Eco Tourism <b>Final Exam</b>	Check <b>Weekly Modules or e-Reserve</b> on the Blackboard site for specific readings and assignments

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 <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](mailto: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/>.**



**School of Sport, Recreation,  
and Tourism Management**