George Mason University
College of Education and Human Development
School of Sport, Recreation, and Tourism Management

TOUR 210 DL1 – Global Understanding through Travel and Tourism
3 Credits, Fall, 2020
Online Course

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 (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 August 24, 2020.

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 standard up-to-date browsers. To get a list of Blackboard's supported browsers see: 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

- 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: [Add or delete options, as desire.]
   - 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/

Expectations

- Course Week: [Include only the sentence below that is appropriate for the course. Delete the sentence that is not applicable.]
  Because asynchronous courses do not have a "fixed" meeting day, our week will start on [Day], and finish on [Day].
  Our course week will begin on the day that our synchronous meetings take place as indicated on the Schedule of Classes.
- 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 [#] times per week. In addition, students must log-in for all scheduled online synchronous meetings. [Include this sentence only if the course is synchronous. Delete the sentence if the course is asynchronous.]

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- 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.

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

Required Texts

Charles R. Goeldner and J.R. Brent Ritchie (2012). *Tourism: Principles, Practices, Philosophies*, 12th edition. Hoboken, NJ: John Wiley and Sons.

Course Performance Evaluation

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

- **Assignments and/or Examinations**

All assignments, unless otherwise announced by the instructor, MUST be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

Component	Percent
Online Quizzes (X10)	50% (5% each)
Tourism Research Paper	20%
Discussion Board Exercises (X4)	20% (5% each)
Geography Tests (X3)	10% (3.33% each)
Total	100%

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 Sunday at midnight. Every Sunday 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. So be sure to finish within the allowable time limit, and be sure your internet connection is working well before beginning the online quiz.

Tourism Research Paper: You must complete one 7-page paper for this course. If you take into account the Title Page and Works Cited Page, the paper should be **at least** 9 pages in length. The paper should adhere to the MLA or APA style of writing. Detailed instructions for this paper are provided on Blackboard. Do not email me your Tourism Research Paper, instead, you must upload your paper as an assignment on Blackboard. The due date is Sunday, May 3rd at 11:59PM. Late submissions will result in a 10% deduction, and absolutely no paper will be accepted after Monday, May 4th at 11:59PM, no exceptions or extensions. **It is entirely up to you to make sure your assignments are property uploaded, complete AND readable.**

Discussion Board Exercises: There will be 4 discussion board exercises that will involve the participation of your fellow classmates, each worth 5% of your final grade. Discussion board exercises will be available for one week (except for the first one, which will be available for slightly longer) and address topics that are at the heart of this course. You will be graded on your level of insight and effort. Further details can be found under the 'Discussions' link on Blackboard.

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 Sunday night at midnight (see the course outline 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.

- **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

Professional Dispositions

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

TOUR210: Global Understanding through Travel and Tourism			
Week	**Topics**	**Textbook Readings**	**What is Due**
Aug 24 – 30	• Course Overview • Introduction to Tourism	Ch. 1,12	- Nothing due Aug 30
Aug 31 – Sept 6	• Course Overview • Introduction to Tourism	Ch. 1,12	- Weekly online quiz due AND **Discussion Board Exercise 1** due Sept 6 at 11:59pm
Sept 7 – 13	• Transportation • Cruise Industry	Ch. 5	- Weekly online quiz due Sept 13 at 11:59pm
Sept 14 – 20	• Hospitality and Related Services	Ch. 6	- Weekly online quiz AND **Discussion Board Exercise 2** due Sept 20 at 11:59pm
Sept 21 – 27	• Socio-Cultural Impacts of Tourism	Ch. 11	- Weekly online quiz due Sept 27 at 11:59pm
Sept 28 – Oct 4	• Tourism and the Environment	Ch. 17	- Weekly online quiz due Oct 4 at 11:59pm
Oct 5 – 11	• Economic Impacts of Tourism	Ch. 14	- Weekly online quiz AND **Discussion Board Exercise 3** due Oct 11 at 11:59pm
Oct 12 – 18	• Tourist Marketing	Ch. 19	- Weekly online quiz due Oct 18 at 11:59pm
Oct 19 – 25	• Organizations in the Distribution Process	Ch. 7	- Weekly online quiz due Oct 25 at 11:59pm
Oct 26 – Nov 1	• Tourism Organizations • Attractions	Ch. 4, 8	- Weekly online quiz AND **Geography Test 1** due Nov 1 at 11:59pm
Nov 2 – 8	• None	None	- **Geography Test 2** AND **Geography Test 3** due Nov 8 at 11:59pm
Nov 9 – 15	• Cultural and International Tourism for Life's Enrichment	Ch. 10	Weekly online quiz due Nov 15 at 11:59pm
Nov 16 – 22	• Trends in Tourism	Ch. 20	**Discussion Board Exercise 4** due Nov 22 at 11:59pm
Nov 23 – 29	**Thanksgiving Holiday – No Class and Nothing due Nov 29**		
Nov 30 – Dec 5	• None	None	- **Research Paper due Dec 4 at 11:59pm**

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 or https://cehd.gmu.edu/aero/tk20. Questions or concerns regarding use of Blackboard should be directed to https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/
- For information on student support resources on campus, see https://ctfe.gmu.edu/teaching/student-support-resources-on-campus
- **Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:** As a faculty member, I am designated as a "Responsible Employee," and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason's Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason's confidential resources, such as Student Support and

Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason's Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

For additional information on the College of Education and Human Development, please visit our website https://cehd.gmu.edu/students/ .

SAFE RETURN TO CAMPUS AND REMOTE LEARNING GUIDANCE FOR STUDENTS ENROLLED IN CEHD COURSES

Both a Safe Return to Campus and Successful Remote Learning Depend on YOU.

All students are required to take Safe Return to Campus Training prior to visiting campus: it is, however, recommended for all Mason students. Training is available in Blackboard.

Students are required to follow the university's public health and safety precautions and procedures outlined on the university Safe Return to Campus webpage.

All students in face to face and hybrid courses must also complete the Mason COVID Health Check daily, seven days a week.

- You may not come to class if you receive a Yellow or Red email response to the Mason COVID Health Check.
- You may only come to class if you receive a Green email response to the Mason COVID Health Check.
- If you suspect that you are sick or have been directed to self-isolate, quarantine, or get testing do not go to class.
- Faculty are allowed to ask you to show them that you have received a Green email and are thereby permitted to be in class.

Disability Services: Students unable to participate in a course in the manner presented, either due to existing disability or COVID comorbidity risk, should seek accommodations through the Office of Disability Services.

Campus Closure: If the campus closes or class is canceled due to weather or other concerns, students should check Blackboard, Mason email, or the Mason website for updates on how to continue learning and information about any changes to events or assignments.

Participation and Make-up Work: CEHD instructors will work with students to find reasonable opportunities to make up class work or assignments missed due to documented illness. Begin by contacting your instructor for guidance. For further assistance, students may contact their program and the CEHD Office of Student and Academic Affairs (cehdsaa@gmu.edu).

Technology Requirements:

- Activities and assignments in CEHD courses regularly use the Blackboard learning system. Students are required to have regular, reliable access to a computer with an updated operating system (recommended: Windows 10 or Mac OSX 10.13 or higher) and a stable broadband Internet connection (cable modem, DSL, satellite broadband, etc., with a consistent 1.5 Mbps [megabits per second] download speed or higher.
- Additionally, CEHD course activities and assignments may regularly use web-conferencing software (Blackboard Collaborate / Zoom). In addition to the requirements above, students are required to have a device with a functional webcam and microphone. In an emergency, students can connect through a telephone call, but video connection is the expected norm.

Course Materials and Student Privacy:

- All course materials posted to Blackboard or other course site are private; by federal law, any materials that identify specific students (via their name, voice, or image) must not be shared with anyone not enrolled in this class.
- Video recordings of class meetings that include audio or visual information from other students are private and must not be shared.
- Live Video Conference Meetings (e.g. Collaborate or Zoom) that include audio or visual information from other students must be viewed privately and not shared with others in your household.
- Some/All of your CEHD synchronous class meetings may be recorded by your instructor to provide necessary information for students in this class. Recordings will be stored on Blackboard [or another secure site] and will only be accessible to students taking this course during this semester.

Testing with LockDown Browser:
CEHD courses may require the use of LockDown Browser and a webcam for online exams. The webcam can be built into your computer (internal webcam) or can be the type of webcam that plugs in with a USB cable (external webcam). Information on installing and using LockDown Browser may be found here.

You will need the following system requirements for online exams:
- Windows: 10, 8, 7
- Mac: OS X 10.10 or higher
- iOS: 10.0+ (iPad only)
- Must have a compatible LMS integration
- Web camera (internal or external) & microphone
- A reliable internet connection
- Prior to your first exam, you must install LockDown Browser following the step-by-step instructions linked above.

To ensure LockDown Browser and the webcam are set up properly, do the following:
- Start LockDown Browser, log into Blackboard and select your course.
- Locate and select the Help Center button on the LockDown Browser toolbar.
- Run the Webcam Check and, if necessary, resolve any issues or permissions your computer prompts.
- Run the System & Network Check. If a problem is indicated, see if a solution is provided in the Knowledge Base. Further troubleshooting is available through the ITS Support Center.
- Exit the Help Center and locate the practice quiz.
- Upon completing and submitting the practice quiz, exit LockDown Browser.

When taking an online exam that requires LockDown Browser and a webcam, remember the following guidelines:
- Ensure you're in a location where you won't be interrupted.
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach.
- Clear your desk of all external materials not permitted — books, papers, phones, other devices.
- Before starting the test, know how much time is available for it, and that you've allotted sufficient time to complete it.
- Remain at your computer for the duration of the test. Make sure that your computer is plugged into a power source, or that battery is fully-charged.
- If the computer or networking environment is different than what was used previously with the Webcam Check and System & Network Check in LockDown Browser, run the checks again prior to starting the test.

To produce a good webcam video, do the following:
- Do not wear a baseball cap or hat with a brim that obscures your face.
- Ensure your computer or tablet is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or any other surface where the device (or you) are likely to move.
- If using a built-in (internal) webcam, avoid tilting the screen after the webcam setup is complete.
- Take the exam in a well-lit room and avoid backlighting, such as sitting with your back to a window.
- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.