

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

TOUR 430 – Destination Marketing and Management (Independent Study)  
3 Credits, Spring 2021  
Online

### **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 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, August 24<sup>th</sup> at 9:00 a.m.

### 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

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



## Class Schedule - Revised

Class Week Date	Courses / Topics	Assignments / Readings
Week 1 Jan 25 – 31	Course Introduction	<b>Met Jan. 30</b>
Week 2 Feb 1 – 7	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 ( <b>Synchronous – Meet on Feb. 18, 7-9pm</b> )
Week 3 Feb 8 – 14	Virtual Visit #1 – Local DMOs	See Blackboard for assignment details
Week 4 Feb 15 – 21	Destination Marketing: Destination Image and Branding	Textbook, Chapters 3 and 10 ( <b>Synchronous – Meet on Feb. 18, 7-9pm</b> )
Week 5 Feb 22 – 28	Virtual Visit #2 – U.S. State DMOs	See Blackboard for assignment details
Week 6 Mar 1 – 7	Destination Product Development	Textbook, Chap. 5 & Reading article ( <b>Synchronous – March 4, 7-9pm</b> )
Week 7 <b>Mar 8 – 14</b>	Virtual Visit #3 – National DMOs (Foreign Countries)	See Blackboard for assignment details
Week 8 Mar 15 – 21	Research Proposal Presentation	<b>Synchronous (March 18, 7-8pm)</b>
Week 9 Mar 22 – 28	Destination Partnership & Managing Stakeholders at Destinations	Textbook, Chapters 6 and 7 Article: Social media, media, and urban transformation in the context of overtourism ( <b>Asynchronous</b> )
Week 10 Mar 29 – Apr 4	Destination Governance and Leadership	Textbook, Chapter 8 ( <b>Asynchronous</b> )
Week 11 Apr 5 – 11	Destination Information and Communication Technologies	Textbook, Chapters 11 and 12 ( <b>Asynchronous</b> )
Week 12 Apr 12 – 18	Safety and Crisis Management at Destinations  Virtual Visit #4 (Best Practices)	Reading chapter 18 and chapter 19, Wang and Pizam ( <b>Asynchronous</b> )  See Blackboard for assignment details
Week 13 Apr 19 – 25	Future of Destination Management: Challenges and Opportunities	Textbook, Chap. 17 ( <b>Asynchronous</b> )
Week 14 Apr 26 – May 2	Presentation of Semester Project	<b>Synchronous (April 29, 7-8pm)</b>
Week 15 May 3 – 5	Final Exam	

\*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 <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](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>

### **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](mailto: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 Addendum**

Students must be fully familiar with the document, "Safe Return to Campus and Remote Learning Guidance for Students Enrolled in CEHD Courses," which is posted as an addendum under the syllabus tab of the course Blackboard site.

