

George Mason University
College of Education and Human Development

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

TOUR 420 (DL2) – Tourism Planning and Policy
3 Credits
FALL 2022
Monday: 12:00 p.m. – 2:45 p.m. (**Blackboard**)

Faculty

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Prerequisites/Corequisites

PRLS 310 and TOUR 340

University Catalog Course Description

This course examines the principles of planning and policy that apply to integrated and sustainable tourism development at the international, national, state, regional, local and site scale. Government, industry, and community perspectives are taken into consideration.

Course Overview

This course will be delivered online using a synchronous format (**when necessary, course materials will be provided using an asynchronous format**). via Zoom accessed through the 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 @gmu.edu) and email password.

The content of this course will be presented through lectures, class discussions, breakout room activities. PowerPoint slides will be used to provide a visual guide for the lectures and activities, **and may be made available to students when, and as, deemed necessary by the Professor.**

Students will demonstrate their comprehension of the course material through i) directed readings, ii) essay assignments, iii) discussion board forums, iv) blog entries, v) an analysis paper and presentation, vi) quizzes, and vii) examinations.

There will be opportunities for students to work in groups to provide avenues for growth in the areas of leadership, communication, teamwork, and accountability. Students will be expected to

adhere to the guidelines listed in the syllabus, as well as all additional course policies provided during the semester. **Detailed instructions for assignments, and examinations, will be posted on Blackboard.**

All assignments and examinations will be posted on Blackboard **by 6 p.m. on Mondays**, and will be **due by the date and time stated on the *Tentative Course Schedule*** for each assignment or examination.

Course Delivery Method

This course will be offered online through Blackboard in a **synchronous (live)** format. Please note, however, that under certain circumstances particular sessions may be offered **asynchronously**, and in that case, students will be expected to follow the additional directions provided.

Under no circumstances may students participate in online class sessions (either by phone, or computer, or any other electronic), 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.
- 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/

Expectations

- **Course Week:** Because this a **synchronous** class, **the live class sessions will be on Mondays from 12:00 p.m. – 2:45 p.m., through Zoom (which can be accessed through the class Blackboard page), unless otherwise indicated.**
 - To enhance the interaction and engagement in the class, **students will be expected to have their videos on during class.** However, students must mute themselves, unless they are speaking.
 - The weekly assignments will be posted on Blackboard **at 6 p.m. on Mondays**, and will end on the *Dates and Times* indicated on the *Tentative Course Schedule*.
 - **Please note that all stated times are based on the current time zone in the Commonwealth of Virginia.**
- **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 module 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 the *specific deadlines* and *due dates* listed in the **Tentative Course 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 ensure 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. Understand the concepts of tourism planning and tourism policy;
2. Explain the relationship between policy for, and planning of, tourism;
3. Develop their power of analysis in relation to tourism development planning; and
4. Appreciate tourism policy and planning implementation guidelines and associated challenges within a variety of local, regional, national, and international settings.

Required Texts

Edgell, Sr., D. L., & Swanson, J. R. (2018). *Tourism policy and planning: yesterday, today and tomorrow.* (3rd ed.). New York, NY: Routledge.

*****Additional Readings*****

- ✓ Additional readings will be made available **as needed** through the Reserve (or E-Reserve) at the Fenwick (Fairfax campus) and/or Mercer (Prince William campus) Libraries; or posted on Blackboard.
- ✓ Students may be required to find additional readings from sources provided.
- ❖ Full citations in format required for all assignments in course (for this course the **APA Style Format** must be used for all applicable assignments).

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, VIA, hard copy). This course will be graded on a point system, with a total of **100 possible percentage points**.

Assignments	% Points
<p>Midterm Examination <i>--The midterm examination will include information from the textbook, course slides, class notes, and any other source(s) indicated by the Professor, covered from the beginning of the semester to the date of the review for the midterm examination. Questions will be in the form of Multiple-Choice questions, OR True-or-False statements, OR Short Essay questions, OR a combination of two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions.</i></p>	<p>20%</p>
<p>Final Examination <i>--The final examination will include information from the textbook, course slides, class notes, and any other source(s) indicated by the Professor, covered from the Midterm Examination to the date of the review for the final exam. However, topics covered before the Midterm Examination may be included. Questions will be in the form of Multiple-Choice questions, OR True-or-False statements, OR Short Essay questions, OR a combination of two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions.</i></p>	<p>20%</p>
<p>Policy Analysis Paper and Presentation <i>-- Students, working in groups or individually, as applicable, will conduct an analysis of a state tourism policy/state tourism master plan/state tourism strategic plan, in a written paper, in the manner described in the instructions provided. Each group/student will then present their paper (using PowerPoint slides ONLY) to the rest of the class on Blackboard. Detailed instructions for the paper and presentation will be provided at a later date, via Blackboard. Both the paper and presentation must be submitted on the applicable date stated on the Tentative Course Schedule. ALL students are required to present wearing a Business Suit (business professional attire), ONLY.</i></p>	<p>25%</p>
<p>Quizzes <i>-- Students will be expected to complete five (5) unscheduled quizzes based on the textbook, course slides, class notes, and any other source(s) indicated by the Professor. Quizzes will be taken on Blackboard and will be timed. Quiz questions will be in the form of Multiple-Choice questions, OR True-or-False statements, OR Short Essay questions, OR a combination two or more of the different formats. The time allotted will depend on the type(s) and/or number of questions. The quiz with the lowest score will be dropped – the zero scores for all uncompleted/missed quizzes will be counted.</i></p>	<p>20%</p>

Participation <i>-- Participation points will be scored based on students' active participation in assignments reflected through written responses on Discussion Board forums, Blog entries, as well as all other assigned weekly assignments. Students will be informed of how many participation points each activity/assignment is worth. ONLY responses that are submitted, when they are due, will receive the points. Participation points will also be received from the average of their group members' evaluation of their performance in the group, where applicable. Participation points may also be given for activities completed during the live classes.</i>	15%
TOTAL	100%

Other Requirements

*Additional Course Policies and Requirements are provided at the end of the Syllabus.

Grading

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

Other Requirements

*Additional Course Policies and Requirements are provided at the end of the Syllabus.

*****Assignment Percentage Score Calculation:*

<i>Category</i>	<i>Symbol</i>
Your Percentage Score for a Particular Assignment	X
Highest Possible Percentage Score for the Particular Assignment (e.g., 20% for Quizzes)	A
Your Raw Score for the Particular Assignment (e.g., 8/10 points for Quiz 1)	B
Total Highest Possible Raw Score for the Particular Assignment (e.g., 10 points for Quiz 1)	C

To calculate Your Percentage for a Particular Assignment, plug the corresponding numbers into the following formula:

$$X = (A * B) / C$$

For example, for all Quizzes, for the semester, if your total score is 48 (B) out of a possible 50 (C), given that the Highest Possible Percentage Score for Quizzes is 20% (A), Your Percentage Score for Quizzes, for the semester, (X) can be calculated as follows,

$$X = (20 * 48) / 50 \rightarrow 19.20 \text{ (percentage points for Quizzes)}$$

****Please Note: Each student's Overall Total Percentage Score for the semester (i.e., the sum of the calculated percentage scores for all assignments) will be **rounded up** (for .5 or greater) or **rounded down** (for less than .5), to the nearest whole number, after which the equivalent letter grade will be assigned. ****

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times, as well adhering to all Course/Classes Policies provided.

TENTATIVE COURSE SCHEDULE:		
DATES	TOPICS/ACTIVITIES/ASSIGNMENTS	READINGS/POSTINGS
Week 1 8/22 <i>Note extended due date for assignment</i>	Introduction; Class Overview; Class Discussion Chapters 1 & 4 – Introduction to Tourism and Tourism Policy <ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Introductions Blog, due 8/29/2022, by 11:59 p.m. 	Chapters 1 and 4 Additional Readings: TBA
Week 2 8/29	Chapters 1 & 4 – Introduction to Tourism and Tourism Policy <ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion Assignments Due <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due 9/1/2022, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (where applicable), due 9/2/2022, by 11:59 p.m. 	Chapters 1 and 4 Additional Readings: TBA
Week 3 9/5	LABOR DAY – UNIVERSITY CLOSED	
Week 4 9/12	Chapters 1 & 4 – Introduction to Tourism and Tourism Policy <ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion Assignments Due Quiz # 1, due 9/16/2022, by 11:59 p.m.	Chapter 2 Additional Readings: TBA <i>Instructions for Policy Analysis Paper and Presentation posted</i>

<p>Week 5 9/19</p>	<p>Chapter 2 – Tourism Policy Issues of Yesterday</p> <ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due 9/22/2022, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (where applicable), due 9/23/2022, by 11:59 p.m. 	<p>Chapter 3 Additional Readings: TBA</p>
<p>Week 6 9/26</p>	<p>Chapter 3 – Tourism Policy Issues for Today</p> <ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due 9/29/2022, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (where applicable), due 9/30/2022, by 11:59 p.m. 	<p>Chapters 7 and 12 Additional Readings: TBA</p>
<p>Week 7 10/3</p>	<p>Chapter 7 – Barriers to International Travel Chapter 12 – Anti-Terrorism Policies and Tourism</p> <ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion <p>Assignments Due</p> <ul style="list-style-type: none"> • Quiz # 2, due 10/7/2022, by 11:59 p.m. 	<p>Midterm Exam Review Slides</p> <p>Chapter 5</p>
<p>Week 8 10/11 – 10/12 <i>Note the different start date</i></p>	<p style="text-align: center;">MIDTERM EXAMINATION</p> <p style="text-align: center;"><i>Based on Chapters 1, 2, 3, 4, 7, and 12 (and includes all information in applicable readings, and lecture notes).</i></p> <p style="text-align: center;"><i>Examination ends on Wednesday, October 12, 2022, by 11:59 p.m.</i></p>	
<p>Week 9 10/17</p>	<p>Chapter 5 – Policy and Foreign Policy Implications</p> <p>*This class may be offered asynchronously</p>	<p>Chapter 9 Additional Readings: TBA</p>

	<ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>10/20/2022, by 11:59 p.m.</u> <p>Final Post OR Comments on classmates' initial posts (where applicable), due <u>10/21/2022, at 11:59 p.m.</u></p>	
<p>Week 10</p> <p>10/24</p>	<p>Chapter 9 – The International Tourism Policy Process</p> <p>Guest Speaker</p> <ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion <p>Assignments Due</p> <ul style="list-style-type: none"> • Quiz # 3, due <u>10/28/2022, at 11:59 p.m.</u> 	<p>Chapter 10</p> <p>Additional Readings: TBA</p>
<p>Week 11</p> <p>10/31</p>	<p>Chapter 10 – Strategic Tourism Planning</p> <p>Community Awareness and Participation</p> <ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>11/3/2022, by 11:59 p.m.</u> ○ Final Post OR Comments on classmates' initial posts (where applicable), due <u>11/4/2022, by 11:59 p.m.</u> ○ Quiz # 4, due <u>11/4/2022, by 11:59 p.m.</u> 	<p>Chapter 8</p> <p>Additional Readings: TBA</p>
<p>Week 12</p> <p>11/7</p>	<p>Chapter 8 – Affecting and Influencing Tourism Policy</p> <ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment: <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>11/10/2022, by 11:59 p.m.</u> ○ Final Post OR Comments on classmates' initial posts (where applicable), due <u>11/11/2022, by 11:59 p.m.</u> 	<p>Chapters 11 & 13</p> <p>Additional Readings: TBA</p>

Week 13 11/14	Chapter 11 – Transformative Leadership <ul style="list-style-type: none"> • Reading(s) and Lecture • Class Discussion <p>Assignments Due</p> <ul style="list-style-type: none"> ○ Quiz # 5, due <u>11/18/2022</u>, by 11:59 p.m. 	Additional Readings: TBA
Week 14 11/21	Chapter 13 – MDGs, SDGs, and Sustainable Tourism <ul style="list-style-type: none"> • Guest Speaker • Semester Wrap up • Policy Analysis Preview <p>Assignment Due</p> <ul style="list-style-type: none"> • Complete work on Policy Analysis Paper and Presentation 	
Week 15 11/28	<p>i. Policy Analysis <i>Presentations, In Class, on 11/28/2022, from 12:00 p.m. – 2:45 p.m.</i></p> <p>Policy Analysis <i>Paper + Presentation + Student Presentation Evaluations Submissions on Blackboard, ALL due 11/28/2022, by 11:59 p.m.</i></p> <p>Assignment Due</p> <ul style="list-style-type: none"> • Complete Optional Feedback Assignment due, <u>12/2/2022, by 11:59 p.m.</u> 	Final Exam Review Slides
Week 16 12/12 – 12/14 <i>Note the end date</i>	<p>FINAL EXAM</p> <p><i>Examination ends on Wednesday, December 14, 2022, by 11:59 p.m.</i></p>	

***Note: Faculty reserves the right to alter the schedule as necessary.

****Detailed instructions will be provided for the Tourism Policy Analysis Assignment on Blackboard.

*****Group sizes dependent on number of students after Last Add/Drop date.

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 <https://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 VIA should be directed to viahelp@gmu.edu or <https://cehd.gmu.edu/aero/assessments>. 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 “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, 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 or support measures 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/> .**