

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

TOUR 210: DL1 - Global Understanding Through Travel and Tourism  
3 credits, Fall 2022  
Online (Asynchronous)

### **Faculty**

Name: Elizabeth Allen, Adjunct Professor  
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### **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, January 23 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:

Readings will be provided in the weekly learning module folders in the course blackboard site. Readings will include book chapters, scholarly articles, news articles, and videos.

## Course Performance Evaluation

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

## Assignments and Examinations (Short Description)

- **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 **two** of the postings made by your classmates, quick surveys, or directed readings. Late submissions will not be accepted

- **Mid-term and Final Exams**

The midterm and final exams must be completed on the scheduled dates.

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

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

Assignments/Examination	Grade Points*
Mid Exam	15
Final Exam	15
<b>Weekly Learning Activities:</b>	
<b>Multiple grades for directed readings, quizzes, discussion board postings and comments, other short assignments.</b>	50
<b>Semester Project: Learn a foreign country through travel and tourism</b>	20
<b>Total</b>	<b>100</b>

\*It is a point system, not a percentage system.

### Grading Scale

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	F = 0 – 59

### Professional Dispositions

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

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

### Class Schedule

Class Week date	Courses / Topics	Assignments / Readings
Week 1 Jan 23-Jan 29	History of Tourism	<b>Tasks</b> <b>Due Date: January 29, 11:59pm</b> <ul style="list-style-type: none"> <li>• Take a quiz after reading a book chapter (5 points).</li> <li>• Post self-introduction and comments to others (3points)</li> </ul> <b>Due Date: February 5, 11:59pm</b> <ul style="list-style-type: none"> <li>• Submit your choice of country for the semester project</li> </ul>

<b>Class Week date</b>	<b>Courses / Topics</b>	<b>Assignments / Readings</b>
Week 2 Jan 30- Feb 5	Global Tourism System	<b>Due Date: February 5, 11:59pm</b> <ul style="list-style-type: none"> <li>• Take a quiz after studying a learning module of global tourism system (4 points).</li> <li>• Submit designated reports from UNWTO and WTTC (2 points)</li> </ul>
Week 3 Feb 6- Feb 12	Economic Impacts of Global Tourism	<b>Due Date: February 12, 11:59pm</b> <ul style="list-style-type: none"> <li>• Complete the learning activities in the discussion board</li> </ul>
Week 4 Feb 13-Feb 19	COVID -19 and Tourism	<b>Due Date: February 19, 11:59pm</b> <ul style="list-style-type: none"> <li>• Complete the learning activities in the discussion board</li> </ul>
Week 5 Feb 20-Feb 26	Culture and Tourism	<b>Due Date: February 26, 11:59pm</b> <ul style="list-style-type: none"> <li>• Complete the learning activities in the discussion board</li> </ul>
Week 6 Feb 27-March 5	Social Impacts of Tourism	<b>Due Date: March 5, 11:59pm</b> <ul style="list-style-type: none"> <li>• Complete the learning activities in the discussion board</li> </ul>
Week 7 <b>March 6-March 12</b>	<b>Mid-Term Exam</b>	
Week 8 March 13-March 19	<b>Spring Break-NO CLASS</b>	
Week 9 March 20- March 26	Volunteer Tourism	<b>Due Date: March 26, 11:59pm</b> <ul style="list-style-type: none"> <li>• Complete the learning activities in the discussion board</li> </ul>
Week 10 March 27-April 2	Tourism and Terrorism Dark Tourism	<b>Due Date: April 2, 11:59pm</b> <ul style="list-style-type: none"> <li>• Complete the learning activities in the discussion board</li> </ul>
Week 11 April 3-April 9	Climate Change and Tourism	<b>Due Date: April 9, 11:59pm</b> <ul style="list-style-type: none"> <li>• Complete the learning activities in the discussion board</li> </ul>
Week 12 April 10-April 16	Peace through Tourism	<b>Due Date: April 16, 11:59pm</b> <ul style="list-style-type: none"> <li>• Complete the learning activities in the discussion board</li> </ul>
Week 13 April 17-April 23	Sustainable Tourism/Eco Tourism	<b>Due Date: April 23, 11:59pm</b> <ul style="list-style-type: none"> <li>• Complete the learning activities in the discussion board</li> </ul>
Week 14 April 24-April 30	Semester Project Presentation	<b>Due Date: April 30, 11:59pm</b> <ul style="list-style-type: none"> <li>• Submit a semester project PPT</li> <li>• Watch presentations and make 5 questions</li> <li>• Run Q&amp;A session to answer to 3 questions from classmates.</li> </ul>
Week 15 May 1-May 7	<b>Final Exam</b>	<b>Due Date: May 7, 11:59pm</b> <ul style="list-style-type: none"> <li>• Complete the wrap-up module</li> <li>• Take a final exam</li> </ul>

## 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://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 “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](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**

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.



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