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, Spring 2024
Online (Asynchronous)

Faculty

Name:	Dr. Minkyung (Min) Park, Associate 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 Tuesday, January 16 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

  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 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 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 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. 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.
11. Demonstrate understanding of how the patterns and processes of globalization make visible the interconnections and differences among and within contemporary global societies.

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 a range of learning activities, including various forms of discussion board prompts. By engaging in these weekly assignments, students will analyze diverse and significant global tourism issues and develop intercultural competencies by exploring individual and collective responsibilities within a global society. This exploration will be facilitated through analytical, practical, or creative responses to pertinent problems or issues. Late submissions will incur penalties, potentially resulting in a grade deduction of up to 50%.

- **Mid-term and Final Exams**
  The midterm and final exams must be undertaken on their designated dates. Only pre-approved, 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, culture and tourism, social impacts of tourism, and DEI and 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**
  Every student will conduct research on travel and tourism information regarding a foreign country they choose and formulate a travel itinerary for a country of their choosing. This assignment will serve as a tangible demonstration of the student's progression in developing intercultural competencies. Additional particulars are outlined in the "Assignments" section in the Blackboard site.

Course Performance Evaluation

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

*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 16 – Jan 21	History of Tourism	Check Blackboard for specific assignments

Class Week date	Courses / Topics	Assignments / Readings
Week 2 Jan 22 – Jan 28	Global Tourism System	Check Blackboard for specific assignments
Week 3 Jan 29 – Feb 4	Economic Impacts of Global Tourism	Check Blackboard for specific assignments
Week 4 Feb 5 – Feb 11	Culture and Tourism	Check Blackboard for specific assignments
Week 5 Feb 12 – Feb 18	Social Impacts of Tourism	Check Blackboard for specific assignments
Week 6 Feb 19 – Feb 25	Volunteer Tourism	Check Blackboard for specific assignments
Week 7 **Feb 26 – Mar 3**	**Mid-Term Exam**	-
Week 8 **Mar 4 – Mar 10**	**Spring Break**	**-**
Week 9 Mar 11 – Mar 17	Climate Change and Tourism	Check Blackboard for specific assignments
Week 10 Mar 18 – Mar 24	Tourism and Terrorism Dark Tourism	Check Blackboard for specific assignments
Week 11 Mar 25 – Mar 31	Peace and Tourism	Check Blackboard for specific assignments
Week 12 Apr 1 – Apr 7	Technology and Tourism	Check Blackboard for specific assignments
Week 13 Apr 8 – Apr 14	Sustainable Tourism/Eco Tourism	Check Blackboard for specific assignments
Week 14 Apr 15 – Apr 21	Semester Project Presentation	Check Blackboard for specific assignments
Week 15 Apr 22 – Apr 28	Wrap up and Final Exam	Check Blackboard for specific assignments

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

- 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/**.**