

George Mason University
College of Education and Human Development
Tourism and Events Management

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

TOUR 200 (001) – Introduction to Tourism Management
3 Credits
SPRING 2024

Wednesdays: 12:00 p.m. – 2:45 p.m. (Thompson Hall, **Rm. 1020** - Fairfax)

Faculty

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Prerequisites/Corequisites

NONE

University Catalog Course Description

Introduces travel and tourism from local to international levels. Covers the scale, scope, and organization of the industry. Emphasizes the development and management of natural, cultural, heritage, and recreational resources of tourism. Identifies issues related to the economic, technological, and political aspects of tourism.

Course Overview

The content of this course will be presented through lectures and class activities. PowerPoint slides will be used to provide a visual guide for the lectures and discussions, **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 in-class activities and discussions, take-home assignments, papers, presentations, quizzes, and exams. There will be opportunities for students to work in groups to provide avenues for growth in the areas of leadership, communication, teamwork, and accountability.

Course Delivery Method

This course will be offered in a face-to-face or in-class format. Please note, however, that under certain circumstances, particular sessions may be offered online, **synchronously, or asynchronously**, and in that case, students will be expected to follow the additional directions provided.

All assignments outside of the classroom will be posted on Blackboard **by 6 p.m. on Wednesdays** and will be **due by the date and time indicated on the *Tentative Schedule* (typically Sundays)**, or by the Professor, at the time the assignment is given.

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 will be posted on Blackboard.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

1. Explain the status of tourism as an increasingly important academic area of investigation;
2. Describe the nature of tourism from a systems perspective;
3. Describe the 'push' (demand) and 'pull' (supply) factors that are associated with the emergence of modern tourism systems;
4. Identify spatial patterns of tourism development at the global, national, and local level;
5. Appreciate the management dimensions of tourist attractions and other components of the tourism industry;
6. Discuss major tourist market trends and segmentation criteria;
7. Apply basic marketing concepts to the tourism system;
8. Identify and critique the potential positive and negative economic, socio-cultural, and environmental impacts of tourism that can affect various kinds of destinations;
9. Formulate strategies that will allow destinations to maximize the positive impacts of tourism, whilst minimizing its negative impacts;
10. Describe the dynamics associated with destination development;
11. Explain and assess the increasing importance of 'sustainability' as a principle for the management of tourism systems; and
12. Appreciate the importance and basic characteristics of research within the field of tourism management.

Required Texts

- Weaver, D. B., & Lawton, L. (2014). *Tourism management* (5th ed.). Wiley.

*****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; posted on Blackboard; or distributed in class.
- ✓ 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 --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.</p>	20%
<p>Final Examination --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 from 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.</p>	20%
<p>Site Analysis Report and Presentation --Students, working individually, or in groups, as determined by the Professor, will conduct an analysis of a tourist site anywhere in the DMV region (Washington, D.C., Maryland, and Virginia). Each student/group must select a site, visit the site, and conduct an analysis of the site to be included in a written report, based on the detailed instructions provided. Each student/group will then present its report (using PowerPoint slides only) to the rest of the class. Detailed instructions for the site analysis report and presentation will be provided at a later date, via Blackboard. ALL students must present, wearing a Business Suit (business professional attire), ONLY. Both the report and presentation will be due on the applicable date stated on the Tentative Course Schedule.</p>	25%
<p>Quizzes --Students will be expected to complete six (6) quizzes based on the textbook, course slides, class notes, and other materials covered in class and through assignments. Quizzes will be completed through 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 of 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 – this includes the zero scores for all uncompleted/missed quizzes.</p>	20%
<p>Attendance/Participation --Participation Points will be based on students' active participation in class discussions demonstrated through written responses during in-class activities, and/or in take-home assignments. These written responses will be submitted individually or as a group. Students will be informed on how many participation points each activity/assignment is worth. ONLY responses that are submitted, when they are due, will receive the applicable points. Some participation activities/assignments will have scheduled dates, where applicable, but for the rest, there be no scheduled dates. Participation points will also be received from the average of group member evaluations, where applicable. --Attendance Points will be based on students' attendance to class as recorded by the attendance rolls taken during each class meeting.</p>	15%
TOTAL	100%

Grading

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	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, including adhering to all Course/Classes Policies provided.

TENTATIVE COURSE SCHEDULE

Date	Topic	Reading(s) to be completed for Next Class	What is Due?
<p>Week 1 January 17 <i>Note extended end date</i></p>	<p>Introduction; Class Overview; Class Discussion Chapter 1 – Introduction to Tourism Management</p> <p>Assignment Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>1/22/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates’ initial posts (<i>if the assignment requires it</i>), due <u>1/23/2024</u>, by 11:59 p.m. 	<p>Chapter 2</p>	
<p>Week 2 January 24</p>	<p>Chapter 2 – The Tourism System Class Discussion</p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>1/27/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates’ initial posts (<i>if the assignment requires it</i>), due <u>1/28/2024</u>, by 11:59 p.m. 	<p>Chapter 3</p>	

<p>Week 3 January 31</p>	<p>Chapter 3 – The Evolution and Growth of Tourism <i>Creation of Groups</i> Class Discussion</p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>2/3/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates’ initial posts (<i>if the assignment requires it</i>), due <u>2/4/2024</u>, by 11:59 p.m. • Quiz # 1, due <u>2/4/2024</u>, by 11:59 p.m. 	<p>Chapter 4</p>	
<p>Week 4 February 7</p>	<p>Chapter 4 – Destinations Class Discussion</p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>2/10/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates’ initial posts (<i>if the assignment requires it</i>), due <u>2/11/2024</u>, by 11:59 p.m. 	<p>Chapter 5</p>	

<p>Week 5 February 14</p>	<p>Chapter 5 – The Tourism Product Class Discussion</p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>2/17/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates’ initial posts (<i>if the assignment requires it</i>), due <u>2/18/2024</u>, by 11:59 p.m. • Quiz # 2, due <u>2/18/2024</u>, by 11:59 p.m. 	<p>Chapter 6</p>	<p><i>Group Site Analysis Instructions Posted</i></p>
<p>Week 6 February 21</p>	<p>Chapter 6 – Tourist Markets Class Discussion</p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (where applicable), due <u>2/24/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates’ initial posts (where applicable), due <u>2/25/2024</u>, by 11:59 p.m. • Quiz # 3, due <u>2/25/2024</u>, by 11:59 p.m. 	<p>Review for Midterm Exam</p> <p>Chapter 7</p>	<p><i>Submission of Name of Student’s/Group’s Site</i></p>
<p>Week 7 February 28</p>	<p style="text-align: center;">MIDTERM EXAM– <i>On Blackboard</i> <i>Ends on Wednesday, February 28, 2024, by 11:59 p.m.</i></p>		
<p>Week 8 March 6</p>	<p style="text-align: center;">SPRING BREAK</p>		

<p>Week 9 March 13</p>	<p>Chapter 7: Tourism Marketing Class Discussion Guest Speaker</p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>3/16/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (where applicable), due <u>3/17/2024</u>, by 11:59 p.m. 	<p>Chapter 8</p>	
<p>Week 10 March 20</p>	<p>Chapter 8: Economic Impacts</p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>3/23/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (<i>if the assignment requires it</i>), due <u>3/24/2024</u>, by 11:59 p.m. • Quiz # 4, due <u>3/24/2024</u>, by 11:59 p.m. 	<p>Chapter 9</p>	

<p>Week 11 March 27</p>	<p>Chapter 9: Socio-Cultural Impacts Class Discussion</p> <p>*This class <u>may be offered</u> asynchronously or Zoom or in person</p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>3/30/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (<i>if the assignment requires it</i>), due <u>3/31/2024</u>, by 11:59 p.m. 	<p>Chapter 10</p>	
<p>Week 12 April 3</p>	<p>Chapter 10: Destination Development Guest Speaker</p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>4/6/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (<i>if the assignment requires it</i>), due <u>4/7/2024</u>, by 11:59 p.m. • Quiz # 5, due <u>4/7/2024</u>, by 11:59 p.m. 	<p>Chapter 11</p>	

<p>Week 13 April 10</p>	<p>Chapter 11: Sustainable Tourism Class Discussion</p> <p>*This class <u>may be offered on Zoom or in person</u></p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>4/13/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (<i>if the assignment requires it</i>), due <u>4/14/2024</u>, by 11:59 p.m. 	<p>Chapter 12</p>	
<p>Week 14 April 17</p>	<p>Chapter 12: Tourism Research Class Discussion</p> <p>Assignments Due</p> <ul style="list-style-type: none"> • Assignment <ul style="list-style-type: none"> ○ Initial post (<i>if the assignment requires it</i>), due <u>4/20/2024</u>, by 11:59 p.m. ○ Final Post OR Comments on classmates' initial posts (<i>if the assignment requires it</i>), due <u>4/21/2024</u>, by 11:59 p.m. • Quiz # 6, due <u>4/21/2024</u>, by 11:59 p.m. 		

Week 15 April 24	Site Analysis Presentations in Class, on <u>4/24/2024</u>, from 12:00 p.m. – 2:45 p.m. Assignment Due <ul style="list-style-type: none"> ○ Site Analysis Reports + Presentations + Student Presentation Evaluations Submissions on Blackboard, ALL due <u>4/24/2024</u>, by 11:59 p.m. ○ Complete Optional Feedback Assignment due, <u>4/28/2024</u>, by 11:59 p.m. 	Review for Final Exam	Student/Groups (1-X)* Site Analysis Reports Presentations, Student Presentation Evaluations <i>* subject to change based on final enrolment count</i>
Week 16 May 1	FINAL EXAM – <u>On Blackboard</u> Ends on <u>Wednesday, May 1, 2024</u>, by 11:59 p.m.		

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

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

*****Group sizes are 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/> .