



## REQUIRED READINGS

Weaver, D. W. & Lawton, L. (2002). *Tourism Management* (2nd ed.) Milton, Qld: John Wiley & Sons Australia, Ltd.

## EVALUATION\*

Requirements:

Type	Points	Due Date
Participation/Attendance	50	
Midterm Exam #1	100	February 22, 2006
Site Visit Analysis	75	March 29, 2006
Midterm Exam #2	100	April 5, 2006
Oral presentation	75	
Groups 1-5		April 12, 2006
Groups 6-10		April 19, 2006
Final Exam	100	May 10, 2006

Notes: \*Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. As well, all students are expected to keep a copy of their original work (i.e. Site Visit Analysis and Oral PowerPoint presentation and class handout).

\*\*Refer to GMU Spring 2006 Exam Schedule to verify date of exam.

### Grading Scale

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

485 to 500	=	A+
465 to 484	=	A
450 to 464	=	A-
435 to 449	=	B+
415 to 434	=	B
400 to 414	=	B-
385 to 399	=	C+
350 to 384	=	C
300 to 349	=	D
299 or less	=	F

## COURSE OUTLINE

Please see attached course outline. Please note that this is only a rough outline and does not include articles which may be assigned. The order of this schedule may change to fit the needs of the class.

<p><b>Week One</b>  <b>January 25, 2006</b>  Syllabus Overview  Class Introduction  Chapter 1 Introduction to tourism management  <i>Assignments:</i>  <i>Read Chapters 1 &amp; 2 prior to next class meeting</i></p>	<p><b>Week Two</b>  <b>February 1, 2006</b>  Chapter 2 The tourism system    <i>Assignments:</i>  <i>Read Chapters 3 &amp; 4 prior to next class meeting</i></p>
<p><b>Week Three</b>  <b>February 8, 2006</b>  Chapter 3 The evolution &amp; growth of tourism  Chapter 4 Destinations  <i>Assignments:</i>  <i>Read Chapters 5 prior to next class meeting</i></p>	<p><b>Week Four</b>  <b>February 15, 2006</b>  Chapter 5 The Tourism Product  Group assignment announced and overviewed  Review for Midterm Exam 1  <i>Assignments:</i>  <i>Read Chapter 6 prior to next class meeting</i>  <i>Review for Exam 1</i></p>
<p><b>Week Five</b>  <b>February 22, 2006</b>  Exam 1 First 1.5 hours of class  Chapter 6 Tourist Markets    <i>Assignments:</i>  <i>Read Chapter 7 prior to class meeting</i>  <i>Work on Group Project</i></p>	<p><b>Week 6</b>  <b>March 1, 2006</b>  Chapter 7 Tourism Marketing  Group project topic due  Site analysis assignment overview    <i>Assignments:</i>  <i>Read Chapter 8 prior to class meeting</i>  <i>Work on Group Project</i></p>
<p><b>Week 7</b>  <b>March 8, 2006</b>  Chapter 8 Economic Impact of Tourism  <i>Assignments</i>  <i>Read Chapter 9 prior to next class meeting on</i>  <i>March 29</i>  <i>Work on Group Project</i></p>	<p><b>Week 8</b>  <b>March 15, 2006</b>  No Class-Spring Break</p>

<p><b>Week 9</b>  <b>March 22, 2006</b>  Site analysis visit</p> <p style="text-align: center;"><i>Assignments:</i>  <i>Complete Site Analysis assignment</i>  <i>Work on Group Project</i></p>	<p><b>Week 10</b>  <b>March 29, 2006</b>  Site Analysis Paper Due  Chapter 9 Socio-cultural impacts of tourism  Review for Exam 2</p> <p style="text-align: center;"><i>Assignments:</i>  <i>Review for Exam 2</i></p>
<p><b>Week 11</b>  <b>April 5, 2006</b>  Exam 2 First 1.5 hours of class  Finalize group presentations</p> <p style="text-align: center;"><i>Assignments:</i>  <i>Read Chapter 10 prior to next class meeting</i>  <i>Groups 1-5 prepare for presentation</i></p>	<p><b>Week 12</b>  <b>April 12, 2006</b>  Groups 1-5 present  Peer evaluation forms due for Groups 1-5  Chapter 10 Destination development</p> <p style="text-align: center;"><i>Assignments:</i>  <i>Read Chapter 11 prior to next class meeting.</i>  <i>Groups 6-10 prepare for presentation</i></p>
<p><b>Week 13</b>  <b>April 19, 2006</b>  Groups 6-10 present  Peer evaluations due for Groups 6-10  Chapter 11 Sustainable Tourism</p> <p style="text-align: center;"><i>Assignments:</i>  <i>Read Chapter 12 prior to next class meeting</i>  <i>on November 30, 2005</i></p>	<p><b>Week 14</b>  <b>April 26, 2006</b>  Chapter 12 Tourism Research  Review for Final Exam</p>
<p><b>Week 15</b>  <b>May 3, 2006</b>  Final class/Final Exam Review  Presentation grades posted</p>	<p><b>Week 16</b>  <b>May 10, 2006</b>  <b>FINAL EXAM</b>  <b>In Classroom</b>  <b>1:30-4:15</b></p>



- ❖ All students are held to the standards of the George Mason University Honor Code.
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor.
- ❖ STUDENTS WITH DISABILITIES: Students having documentation on file with the Disability Resource Center should bring this to the attention of the professor at the beginning of the semester.
- ❖ <http://rht.gmu.edu/>

## **TOUR 200 Class Policies**

**Attendance** – Regular attendance is essential to your success in TOUR 200. An attendance sign in sheet will be located at the front of the classroom. Please sign in at the beginning of class, and initial again upon returning from class break. If a student arrives once class has begun, they should enter as quietly as possible notify me at class break so that I can mark them as present. If a student is late to class more than twice without prior notification, their attendance and participation grade will be affected. Please notify me if you must leave class early and sit in a location near the door so as not to disrupt the class.

**Site Visit Analysis** – The class will be completing a site analysis which requires a written analysis. Please note that any assignment that is late will receive a deduction of one letter grade for every day it is late. After the third day, the assignment will receive a grade of 0 points.

**Group Presentation** – The group presentation is meant to be a team effort and will be graded accordingly. Each team member will receive a group grade as well as an individual grade based on their role in the presentation and their peer reviews. If a group member is not present on presentation day without contacting me **PRIOR** to class, they will receive half credit for the group project.

**Instructor Arrival Policy** – If your instructor is not in the classroom at 1:30 p.m., please wait 20 minutes before leaving.

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