

Sample syllabus

Note that this syllabus is from an earlier semester. The current syllabus may differ in all areas except the course description and course objectives.

GEORGE MASON UNIVERSITY

Department of Recreation, Health & Tourism

**TOUR 200—Introduction to Travel and Tourism
Spring 2006**

DAY/TIME: W 1:30 - 4:10 p.m.

LOCATION: Krug Hall 5

PROFESSOR: Rebecca Kelley

EMAIL ADDRESS: rkelley5@gmu.edu

OFFICE HOURS: By Appointment

PREREQUISITES: None

COURSE DESCRIPTION

An introduction to travel and tourism from local to international levels; overview of the scale, scope and organization of the industry; emphasis on development of natural, cultural, heritage, and recreational resources of tourism; identification of issues related to the economic, technological, legal and political aspects of tourism.

COURSE OBJECTIVES

At the completion of this course students should be able to:

1. Explain the status of tourism as an increasingly important academic areas 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 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>Week One January 25, 2006 Syllabus Overview Class Introduction Chapter 1 Introduction to tourism management <i>Assignments:</i> <i>Read Chapters 1 & 2 prior to next class meeting</i></p>	<p>Week Two February 1, 2006 Chapter 2 The tourism system <i>Assignments:</i> <i>Read Chapters 3 & 4 prior to next class meeting</i></p>
<p>Week Three February 8, 2006 Chapter 3 The evolution & growth of tourism Chapter 4 Destinations <i>Assignments:</i> <i>Read Chapters 5 prior to next class meeting</i></p>	<p>Week Four February 15, 2006 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>Week Five February 22, 2006 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>Week 6 March 1, 2006 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>Week 7 March 8, 2006 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>Week 8 March 15, 2006 No Class-Spring Break</p>

<p>Week 9 March 22, 2006 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>Week 10 March 29, 2006 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>Week 11 April 5, 2006 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>Week 12 April 12, 2006 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>Week 13 April 19, 2006 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>Week 14 April 26, 2006 Chapter 12 Tourism Research Review for Final Exam</p>
<p>Week 15 May 3, 2006 Final class/Final Exam Review Presentation grades posted</p>	<p>Week 16 May 10, 2006 FINAL EXAM In Classroom 1:30-4:15</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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