

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
School of Recreation, Health, and Tourism

TOUR 340: Sustainable Tourism
Fall Session 2005

Day/Time:	T & Th 10:30-11:45 am	Location:	+PW-OB, Rm 302
Professor:	Dr. Peter U. C. Dieke	Email Address:	pdieke@gmu.edu
Office Location:	*PW-BRH, Room 201D	Phone Number:	703-993-4260
Office Hours:	Wed 10am-12 noon Or by appointment	Fax Number:	703-993-2025

PREREQUISITE

TOUR 200 or permission of instructor.

COURSE DESCRIPTION

Course will consider the characteristics of environmentally, economically and socioculturally sustainable tourism and assess the possibilities and limitations for its implementation within a variety of destination and product settings. It will also emphasize conventional “mass” tourism as well as small-scale “alternative” tourism.

COURSE OBJECTIVES

On completion of this course students should be able to discuss the 3 interconnected *economic, environmental, and sociocultural* aspects of sustainable tourism. In particular:

- Conceptualize sustainability and its relevance to tourism
- Critically analyze the conceptual basis on which sustainable tourism is founded
- Evaluate the principles of sustainable tourism in relation to tourism impacts
- Assess the practical application of sustainable tourism principles
- Demonstrate an awareness of good practice in sustainable tourism management
- Appreciate the challenges and opportunities encountered in implementing sustainable tourism management principles in such subsectors as accommodation, transportation, and tour operations
- Appreciate differences in and rationale for conventional “mass” tourism versus “alternative tourism”
- Show knowledge of current trends in community involvement in tourism planning and development

REQUIRED TEXT

Mowforth, Martin. and Munt, Ian. (2003) *Tourism and Sustainability: Development and New Tourism in the Third World*, 2nd ed. Routledge.

In addition to the above text, students are strongly advised to click on the United Nations Environment Program (UNEP) latest (2005) report.

http://www.uneptie.org/pc/tourism/private_sector/Marketing%20sustainable%20tourism%20htm.htm

EVALUATION

Requirements

<i>Semester Project Proposal</i>	<i>40</i>
<i>Literature Review</i>	<i>80</i>
<i>Semester Project</i>	<i>150</i>
<i>Midterm Exam</i>	<i>100</i>
<i>Final Exam</i>	<i>130</i>
<i>Total</i>	<i>500</i>

Grading Basis/Scale

480 to 500	=	A+
465 to 479	=	A
450 to 464	=	A-
430 to 449	=	B+
415 to 429	=	B
400 to 414	=	B-
370 to 399	=	C+
350 to 369	=	C
300 to 349	=	D
≤ 299	=	F

* Prince William Campus, Bull Run Hall

+ Prince William Campus, Occoquan Building

Course Outline and Reading List

Week 1; August 30

Introduction to the course

Focus, setting, and scope of course material

September 1

Emergence of sustainable tourism

(Chapter 2)

Week 2; September 6, 8

Issues in sustainable tourism

(Chapter 4)

Week 3; September 13, 15

Alternative tourism

(Chapter 3)

Week 4; September 20, 22

Conventional mass tourism

(Chapters 1) **(Project abstract, due September 20)**

Week 5; September 27, 29

The facilitating subsectors

(Chapters 6, 7, & 9)

Week 6; October 4, 6

Attractions

(Chapter 8)

Week 7; October 11, 13

Quality control

(Chapter 7) **(Literature review, due October 13)**

Week 8; October 18, 20

Tourist destinations

(Chapter 8)

Week 9; October 25, 27

Spatial strategies for destinations

(Chapters 7 & 9) **(Midterm exam, October 25)**

Week 10; November 1, 3

Visitor management strategies for destinations

(Chapters 8 & 9)

Week 11; November 8, 10

Ecotourism: the conscience of sustainable tourism

Week 12; November 15, 17

Tourism in less developed countries

(Chapter 9)

Week 13; November 22

Summary

(Chapter 10)

November 24 (No class – Thanksgiving)

Week 14; November 29, December 1

Revision

Week 15; December 6, 8

Revision

(Semester project, due December 8)

Term Project

Write a 15 page (4,500 words) research paper on a topic of your choice related to sustainable tourism, broadly defined to include economic, environmental and sociocultural aspects. The purpose of the paper is for the student to critically assess, synthesize and present a current sustainable tourism issue. First, a one-page abstract (about 200 words) that articulates the major theme and an approach format is due on September 20. On the basis of instructor's comments, it is expected that students will modify the abstract. Second, a review of the literature on the chosen topic area is due on October 13. Finally, the term paper/project is to be handed-in during class meeting on December 8, 2005.

Midterm essay exam will be on October 25. The exam will include material covered from weeks 1 to 8.

Final essay examination will be comprehensive and scheduled by class consent to occur during finals week.