

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 420: Tourism Planning and Policy (3)
Spring 2006

Day/Time:	Tues & Th 1:30p.m.-2:45p.m.	Location:	#PW-OB, Rm. 220
Professor:	Dr. Peter U. C. Dieke	Email Address:	pdieke@gmu.edu
Office Locations:	*FC/PE, Rm. 211B +PW/BRH, Rm. 201D	Phone Numbers:	3-3559 (no message) 3-4260 (message)
Office Hours:	*FC/PE: Wed 11a.m.-1:00p.m; Or by appointment	+PW/BRH, 201D: Th 11:00a.m.-1:00 p.m.	Fax Number: 703-993-2025

Key:

* = Fairfax Campus/Physical Education Building
+ = Prince William Campus/Bull Run Hall
= Prince William Campus/Occoquan Building

PREREQUISITE

TOUR 200 or permission of instructor.

COURSE DESCRIPTION

This course examines the principles of planning and policy that apply to integrated and sustainable tourism development at the international, national, state, regional, local and site scale. Government, industry and community perspectives are taken into consideration.

COURSE OBJECTIVES

On completion of this course students should be able to the need for, and the nature of, tourism policy, including the relationship between policy for, and planning of, tourism and the implementation guidelines within a variety of local, regional, national and international settings.

SUGGESTED READINGS

Gunn, Clare A. (2002), *Tourism Planning*, 4th edition. London/New York: Routledge.

Inskeep, Edward (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*. New York: John Wiley.

Additional readings will be provided in print or bibliographic form as topics are explored during the course.

EVALUATION

The course will have four (4) major grading situations (see below). They will require the use of information derived from: lecture material; general print and online library resources; and external data sources.

Requirements

Test 1: Essay type (unseen questions & closed book)	100 points
Test 2: Essay type (open book)	100 points
Case Study	150 points
Final essay exam (Take-home)	150 points
Total	500 points

Grading Basis (Points Systems)

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

TENTATIVE COURSE SCHEDULE/OUTLINE			
Week	Date	Content	Assignment/ Exam
1	Jan 24/26	Nature and definitions: <ul style="list-style-type: none"> • Tourism • Tourism policy • Tourism planning 	
2	Jan 31/Feb 2	Relationship between policy for, and planning of, tourism. Relative roles of the public and private sectors.	
3	Feb 7 Feb 9	TEST 1 (Weeks 1-2) An approach to tourism planning. Some issues; national, sub-national and site-specific planning	TEST 1
4	Feb 14/16	A schematic approach to tourism planning: consideration of models	
5	Feb 21/23	An analysis of demand An analysis of supply	
6	Feb 28/ March 2	Determining market targets Implications of targets (economic appraisal): access, accommodation, amenities	
7	March 7 March 9	Revision (Weeks 3-6) TEST 2 (Open Book)	Midterm Exam
8	March 14/16	No Class - Spring Break	
9	March 21/23	Human resource: Mobilization and development	
10	March 28/30	Social and cultural implications of plan	
11	April 4/6	Funding the plan	
12	April 11/13	Environmental implications	
13	April 18/20	Implementation procedures and evaluatory practices	
14	April 25 April 27	Case Study Due Revision/ Review Questions (Take Home)	Case Study Due
15	May 2/5	Revision/Exam Clinic/Questions	
16	May 11	Final Exam (1:30 p.m.-4:15 p.m.)	Final Exam