

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

TOUR 341 (001) – Film and Medical Tourism
3 credits, spring 2019

Thursdays 1:30 p.m. – 4:10 p.m., Thompson Hall, Rm. L003 – Fairfax campus

Faculty

Name: Dr. Abena A. Aidoo

Office hours: By Appointment

Office location: **SciTech:** Bull Run Hall, Room 228A; **Fairfax:** Thompson Hall, Room 1408

Office phone: 703-993-9047

Email address: aaidoo@gmu.edu

Prerequisites/Corequisites

NONE

University Catalog Course Description

This two-part course introduces film-induced tourism (FT) and medical tourism (MT). The evolution of each type of tourism, and the opportunities and challenges of each type of tourism, will be explored in-depth.

Course Overview

The course explores the growth of these two types of tourism, and the opportunities and challenges they present to different destinations. The content of this course will be presented through lectures and class discussions. 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. 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.**

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, and in that case, students will be expected to follow the additional directions provided.

Learner Outcomes or Objectives

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

1. Describe the evolution of both film-induced tourism and medical tourism;
2. Examine the relationship between film settings and the growth of tourism following the showing of the films;
3. Analyze the impacts of the film-induced tourism in their settings;
4. Explain the factors that have contributed to the growth in medical tourism;
5. Describe the components of medical tourism;
6. Evaluate the consequences of the growth of medical tourism;
7. Articulate the marketing opportunities for both types of tourism.

Required Texts

- ❖ Beeton, S. (2016). *Film-induced tourism* (2nd Ed.). Buffalo: Channel View Publications.
- ❖ Hall, C. M. (2017). *Medical tourism: The ethics, regulation, and marketing of health mobility*. London: Routledge.

*****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; or 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, Tk20, hard copy). This course will be graded on a point system, with a total of **100 possible percentage points**.

Assignments	% Points
Cumulative Film Tourism and Medical Tourism Final Examination	25%

<p>--The cumulative final 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 end of the review for the final examination, on both Film Tourism and Medical Tourism. 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>	
<p>Film Tourism Case Study Paper and Presentation --Students, working in groups, will conduct an analysis of a specific film-induced tourism case. Each group will conduct an analysis, based on the instructions provided, in a written paper. Each group will then present on its paper (using PowerPoint slides only) to the rest of the class. Detailed instructions for the paper and presentation will be provided at a later date, via Blackboard. Students will be expected to present wearing a Business Suit (business professional attire). Both the paper and presentation will be due on the applicable date stated on the Tentative Course Schedule.</p>	20%
<p>Medical Tourism Chapter Presentation Paper and Presentation --Students, working in groups, will conduct an analysis of a specific chapter in the textbook. Each group will conduct an analysis, based on the instructions provided, in a written paper. Each group will then present on its paper (using PowerPoint slides only) to the rest of the class. Detailed instructions for the paper and presentation will be provided at a later date, via Blackboard. Students will be expected to present wearing a Business Suit (business professional attire). Both the paper and presentation will be due on the applicable date stated on the Tentative Course Schedule.</p>	20%
<p>Quizzes --Students will be expected to take six (6) unscheduled quizzes based on the textbook, course slides, class notes and all other materials covered in class and through assignments. Quizzes will be taken on 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 – all uncompleted/missed quizzes are included.</p>	20%
<p>Attendance/Participation --Participation points will be scored based on students' active participation in class discussions reflected through written responses during in-class activities and/or for 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 points. There will be no scheduled dates for these activities. Participation points will also be received from the average of group member evaluations. --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 = 94 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 86	C = 74 – 76	F = 0 – 59
	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 an Assignment	X
Highest Possible Percentage Score for Each Assignment (e.g., 20% for Quizzes)	A
Your Raw Score for an Assignment (e.g., 8/10 points for Quiz 1)	B
Total Highest Possible Raw Score for 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 Quizzes, if you score 48 (B) out of a possible 50 (C), given that the Highest Possible Percentage Score for Quizzes is 20% (A),

Your Percentage Score for This Assignment (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, as well as adhering to all Course/Classes Policies provided.

TENTATIVE COURSE SCHEDULE

Date	Topic	Reading(s) to be completed for Next Class	What is Due?
January 24	Introduction; Class Overview; Class Discussion Chapters 1 – Popular Media and Tourism	FT Chapters 1, 2, & 3	
January 31	Creation of Groups Chapter 2 – Perspective of Film-Induced Tourism Chapter 3 – Film Images and Destination Marketing <i>FT Case Study Instructions Posted</i>	FT Chapters 4 & 5	
February 7	Chapters 4 – Film and Place Promotion Chapter 5 – Effects of Tourism	FT Chapters 6 & 7	Submission of Case Study Choice
February 14	Chapter 6 – Effects on Community Chapter 7 – Film Induced Tourism and Community Planning Class Discussion	FT Chapter 8	
February 21	Chapter 8 – From Themed Events to Film Studios Guest Speaker/Class Discussion	FT Chapters 9 & 10	
February 28	Chapter 9 – Film Studio Theme Park Success and Failings Chapter 10 – Emerging Issues and Future Directions		
March 7	<i>FT Case Study Presentations Groups 1-7 (subject to change based on final enrolment count)</i>	MT Chapter 1	<i>FT Case Study Reports and Presentation Handouts (Groups 1-7)</i>
March 14	SPRING BREAK		
March 21	Chapter 1 – Medical and health tourism and implications Class Discussion <i>MT Chapter Presentation Instructions Posted</i>	MT Chapter 2	
March 28	Chapter 2 – Quality Safety and Risk in Medical Tourism/Class Discussion	MT Chapter 3	
April 4	Chapter 3 – The Four Modes of Medical Tourism/Class Discussion	MT Chapter 4	
April 11	Chapter 4 – Medical Tourism, Xenotourism and Client Expectations/Class Discussion	MT Chapter 5	
April 18	Chapter 5 – Impacts of Health Policy on Medical Tourism in Germany		
April 25	<i>MT Chapter Presentations Groups 1-7 (subject to change based on final enrolment count)</i>	MT Chapter 13	<i>MT Chapter Papers and Presentation Handouts (Groups 1-7)</i>
May 2	Guest Speaker Chapter 13 – The Contested Futures and Spaces of Medical Tourism/Class Discussion	Review for Final Exam	
Thurs. May 9	CUMULATIVE FT & MT FINAL EXAM – <u>In classroom</u> – 1:30 p.m. – 4:15 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 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 <http://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 <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .