

**COURSE CODE:** TOUR 200**COURSE TITLE:** Tourism Sector Study

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**Calendar Description**

The tourism sector study course integrates academic learning with real world tourism sector experiences. Students will propose and execute a structured tourism study plan. These tourism sector studies provide the medium to explore, analyze, and integrate their prior learning with sector experiences related to the role and influence of business practices in the sector. Students will demonstrate their understanding of the principles and practices required to support the success and sustainability of businesses in the tourism sector.

**Prerequisite(s):** BUAD 123, CMNS 112 and TOUR 105 or BUAD 115 or BUAD 206 and second year standing in the Tourism Management Diploma.

**Co-requisite(s):** None

**Prerequisite For:** None

**Substitutable Courses:** None

**Graduation Requirement:** Tourism Management Diploma - Required

**Transfer Credit:** N/A

**Special Notes:** Students must propose a tourism sector study that meets the requirements of the course that is deemed suitable by their faculty advisor.

**Credits:** 6

**Hours per Week:** 3

**Originally Developed:** 2018

**EDCO Approval:**

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**CHAIR'S APPROVAL:** *Calcutt*

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## Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Assess** the influence and impact of management practices on the success of tourism sector businesses
  - 2 **Identify** managerial challenges, causes, and potential solutions in the tourism sector.
  - 3 **Describe** how tourism management concepts from prior learning are put into practice in the tourism sector.
  - 4 **Discuss** the impact of public policy on tourism management practices in the tourism sector.
  - 5 **Identify and explain** the importance of professionalism with sector practitioners and businesses using terminology, language, written formats typical within the tourism industry.
  - 6 **Demonstrate** their ability to network within the local and global tourism community through the development of interpersonal relationship skills.

## Course Objectives

- Objectives This course will cover the following content:  
See weekly course schedule below

## Professors

Name	Phone Number	Office	Email
Tania Rutt (Course Captain)	ext. 6373	B207	<a href="mailto:trutt@okanagan.bc.ca">trutt@okanagan.bc.ca</a>

## Evaluation Procedure

Weekly reflective journals and participation in discussion forums	20 %
Weekly meetings with Professor	10 %
Assignment 1: Inventory of Tourism Management Practices	10 %
Assignment 2: The role and impact of Tourism Management Practices in Business and the Environment	10%
Assignment 3: Assess the Impact of Policy on Tourism Management Practices with community stakeholders	10 %
Assignment 4: Demonstrate Networking Skills	10%
Final Paper and Presentation	30 %
<b>Total</b>	<b>100 %</b>

### Generative AI tools are permitted with specific restrictions

- Students are permitted to use AI tools for formative work such as gathering information or brainstorming but may not use them for any assessed work or final submission. Whenever generative AI tools are used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#))
- Students can use AI tools to assist in proofreading, grammar checking, and language refinement for written assignments where the student has composed the first draft. Students should keep in mind that AI revisions are only suggestions and that they are ultimately responsible for the quality of their submissions. Students may be asked by their instructor how they interacted with AI tools and be prepared to explain and justify their process.

## Required Materials

No textbook is required for this course; however, there will be required reading/viewing for each week. The course resources encompass a diverse array of industry-specific materials, including insights from leading tourism websites, strategic documents, other grey literature and media. Key resources and other required/recommended resources will be available in Moodle.

## Notes

### Tuition Fees

Students are required to pay fees equivalent to 6 credit academic tuition.

### Tourism Sector Study

Students are required to develop a suitable Tourism Sector Study plan in conjunction with the professor.

The study plan will identify a variety of tourism sector experiences that will allow students to integrate their learning with real world experiences. The proposed experiences will determine how best they will be incorporated into the study plan, so as to meet course outcomes.

The study plan must include multiple experiences. For example, the study could involve a volunteer experience and interviews with tourism practitioners.

Specific experiences can include, but are not limited to: volunteer experiences; interviews with tourism practitioners and businesses; travel experiences; workplace experiences in the tourism sector; applied research activities; and scholarly outcomes

The student is responsible for developing and executing the experiences they identify for their study plan. The student is responsible for contacting, developing relationships, and securing the cooperation and participation of the tourism sector practitioners included in their study.

### **Reflective Journals**

The reflective journal is an important learning tool in this course and one that will be carried into student's professional practice. It is intended to assist students to reflect on business concepts and practices, and to improve on the following skills: observe, sift, sort and grab onto ideas; learn and connect course content to practice; become better writers and clearer thinkers; and reflect critically on issues raised in course readings and the students' own practices.

### **Weekly Discussion Forums**

The course will have discussion forums framed to cause students to think about key tourism management principles, practices, and issues to assist in preparing the final paper.

### **Final Paper**

Students will prepare a final paper on one of the following topics: (a) case study on best practices within the tourism sector and how they were developed and managed or (b) an analysis of an issue/gap identified from their experiences that requires attention to ensure future success.

## Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Readings
2024 Week of:		Wednesday, September 4th, First day of class Friday, September 13th, Last day to register for Fall 2024 Monday, September 30th, Statutory Holiday (no classes) Monday, October 14th, Statutory Holiday (no classes) Friday, October 25th, Last day to withdraw from class without academic penalty Monday, November 11th, Statutory Holiday (no classes) Friday, December 6th, Last day of class Tuesday, December 10th – Friday, December 20th, Final Exam Period	Weekly readings and resources will be provided in Moodle and updated regularly
Sept	2	Introduction and Expectations Weekly Meeting with Professor	
	9	Weekly Meeting with Professor Discussion forum 1 <b>Tourism Sector Study Plan (part 1) due</b>	
	16	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 2	
	23	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 3	
	30	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 4	
Oct	7	Weekly Meeting with Professor, Weekly Experience Journal due <b>Assignment 1 due</b>	
	14	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 5	
	21	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 6	
	28	Weekly Meeting with Professor, Weekly Experience Journal due <b>Final paper draft outline due</b>	
Nov	4	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 7	
	11	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 8 <b>Assignment 2 due</b>	
	18	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 9	

	25	Weekly Meeting with Professor Discussion forum 10	
Dec	2	<b>Individual Presentation of Final Paper Outline</b>	

## Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2025 Week of:		Mon, Jan 6. First day of classes Fri, Jan 17. Last day to register for Winter 2025. Mon, Feb 17. Statutory Holiday (no classes) Tues Feb 18-Fri, Feb 21. Mid semester study break Fri, Mar 14. Last day to withdraw without academic penalty Fri, Apr 11. Last day of regularly scheduled classes Tues, Apr 15-Tues, Apr 19. Final exam period	Chapter(s):
Jan	6	Expectations Weekly Meeting with Professor	
	13	Weekly Meeting with Professor, Weekly Experience Journal Discussion forum 1 <b>Tourism Sector Study Plan (part 2) due</b>	
	20	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 2	
	27	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 3	
Feb	3	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 4	
	10	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 5 <b>Assignment 3 due</b>	
	17	Mid term break	
	24	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 6	
Mar	3	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 7	
	10	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 8	
	17	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 9 <b>Assignment 4 due</b>	
	24	Weekly Meeting with Professor, Weekly Experience Journal due Discussion forum 10	
	31	Weekly Meeting with Professor, Weekly Experience Journal due	

		<b>Final draft due</b>	
Apr	7	<b>Presentation and Final Report due</b>	

## Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## Student Conduct and Academic Honesty

### What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.