

COURSE CODE: TOUR 105 / BUAD 115

COURSE TITLE: Introduction to Tourism

Calendar Description

This course provides students with an understanding of the complex nature of tourism including economic, environmental and social impacts. Topics include: components of the tourism industry; linkages between tourism and hospitality; the size, scope and infrastructure of the tourism industry; trends and issues in the industry; travel motivators; career opportunities and the role of management.

Prerequisite(s): None

Co-requisite(s): None

Prerequisite For: TOUR 200, BUAD 351 and BUAD 358

Substitutable Courses: None

Graduation Requirement: BUAD 115 is required for the Tourism and Hospitality options

Transfer Credit: None

Special Notes: This course is also offered as TOUR 105. Students with credit for TOUR 105 or BUAD 206 cannot take BUAD 115 for additional credit

Credits: 3

Hours per Week: 3

Originally Developed: 2018

EDCO Approval: June 2020

CHAIR'S APPROVAL: 

Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 Discuss the structure, current trends and importance of the eight sectors of the tourism industry.
 - 2 Describe the common components of tourism such as the theories of travel, travel motivations and tourism planning and development.
 - 3 Describe the tourism sector's economic, environmental, and cultural impact.
 - 4 Investigate the various organizations and associations related to the tourism sector.
 - 5 Discuss key issues facing the future of the tourism industry both in Canada and around the world.

Course Objectives

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

Professors

Name	Phone Number	Office	Email
Alan Rice	ext. 4879	E219	arice@okanagan.bc.ca

Evaluation Procedure

Assessment	Description	Weight	Due Date
Weekly Quizzes (5 total)	Short quizzes covering key concepts from assigned readings and lectures.	15%	Weekly on Moodle
Short Written Assignments (2)	Two reflective papers (500-700 words) analyzing aspects of Leiper's Tourism System in real-world examples.	20%	May 26 & June 16
Group Project	Case study analysis with a written summary, presentation.	15%	June 17
Final Exam	Covers Chapters 9-14; cumulative assessment with a scenario-based question.	50%	June 19
Total	Final course grade	100%	-

Course Policy on the use of Artificial Intelligence

Generative AI tools are not permitted in any case. The use of generative AI tools, including ChatGPT and other similar tools, to complete or support the completion of any form of assignment or assessment in this course is not allowed. Use of these tools is considered cheating through the use of unauthorized aids (see Academic Integrity Policy section 6.1) and would be considered academic misconduct and have serious consequences, including but not limited to, a grade of zero on the assignment or assessment or a grade of zero in the course.

Required Materials

- **Textbook:** *Introduction to Tourism and Hospitality in BC* (M. Wescott, Ed., Capilano University, 2020) – Open-source eBook available for free download.
- Additional readings and case studies will be provided via Moodle.

*Students are expected to read the relevant textbook chapter and any posted materials **before** each class*

. These readings form the basis for in-class discussion and activities, especially given the accelerated pacing of this 6-week course.

Notes

Detailed information about assignments and how they are evaluated will be given in class, but some general notes about evaluation are provided below:

In-class Learning Activities (10%)

These in-class activities are intended to incentivize your active and thoughtful preparation/ participation. They will be assessed as fully meets expectations/full marks, partially meets expectations/half marks, does not submit/no marks.

Short Written Assignments (3) (30 %)

These assignments of 400-500 words are designed to improve your critical thinking skills and your analytical writing abilities. Peer sharing and response will also be part of these written exercises.

Group Project (15 %)

Groups of approximately 4 will choose from a selection of tourism cases that illustrate course concepts. The project has 3 parts:

- written one-pager that highlights key concepts in the selected tourism case
- 15-minute presentation
- activity facilitation

Exams (45%)

Exams will be any combination of multiple choice, true and false, short answer and short essay questions. Class sessions, readings and assignment activities are eligible material for the exams. All exams are closed book exams and no outside materials are permitted. Final Exams are scheduled by the Registrar's Office and the schedule will be released later in the term.

YOU MUST ACHIEVE A PASSING AVERAGE BETWEEN THE MIDTERM EXAM AND THE FINAL EXAM TO RECEIVE CREDIT IN THE COURSE

Submission Policy

All deliverables must be submitted via the appropriate Moodle dropbox on or before the due date unless an extension is approved in advance. Late submissions will receive a mark penalty of 20% per calendar day.

Schedule

(Subject to change at the discretion of the professor)

Course Schedule

Date	Topics Covered	Learning Objectives	Readings (from Open Textbook)
Tue, May 13	Course Introduction; History and Overview	Define tourism and introduce Leiper's Tourism System; understand key industry players	Chapter 1
Thu, May 15	Transportation & Accommodation	Explore transportation and lodging sectors in tourism	Chapters 2 & 3
Tue, May 20	Food and Beverage Services & Recreation	Examine the role of dining and recreation in tourism	Chapters 4 & 5
Thu, May 22	Entertainment & Travel Services	Analyze attractions, events, and the role of travel services	Chapters 6 & 7
Tue, May 27	Services Marketing	Understand marketing principles in tourism;	Chapters 8
Thu, May 29	Customer Service	Importance of service excellence	Chapter 9
Tue, June 3	Environmental Stewardship & Risk Management	Discuss sustainability in tourism; identify risk management practices	Chapters 10 & 11
Thu, June 5	Indigenous Tourism	Examine Indigenous tourism experiences	Chapters 12
Tue, June 10	Careers in Tourism	Career pathways in the industry	Chapters 13
Thu, June 12	Globalization & Future Trends	Analyze current trends shaping the future of tourism	Chapter 14
Tue, June 17	Final Exam Review; Group Project Work	Review of key concepts and group project work session	-
Thu, June 19	Group Project Presentations – Day 1	Student presentations on selected case studies	-
Tue, Jun 24 - Wed, Jun 25	Final exam period for Session I	Exam Date and Time TBA	

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. 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, 6th 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.