

COURSE CODE: 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
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Professors

Name	Phone Number	Office	Email
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Evaluation Procedure

In-class Learning Activities	10 %
Short Written Assignments (3)	30 %
Group Project	15 %
Midterm Exam	20 %
Final Exam	25 %
Total	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

Capilano University (2020). Introduction to Tourism and Hospitality in BC. M. Wescott, Ed. This Open Source Book can be downloaded for free from: <http://opentextbc.ca/introtourism/>

Students are required to read the relevant textbook chapter and reading material posted in Moodle before the start of each class. It will be the basis for in-class discussion, and we will also look beyond BC's borders.

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 deduction penalty, as determined by the professor.

Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2025		Wed, Sep 3 - Classes begin Fri, Sep 12 - Add/drop date - Last day to register for a course and last day to receive a refund for course drop Tue, Sep 30 - Statutory Holiday (no classes) Mon, Oct 13 - Statutory Holiday (no classes) Fri, Oct 24 - Last day to withdraw from a course without academic penalty Mon, Nov 10 - No classes Tue, Nov 11 - Statutory Holiday (no classes) Fri, Dec 5 - Last day of regularly scheduled classes Tue, Dec 9 - Thu, Dec 18 - Final exam period – see policy .	
Sep	5	BUAD 115 Course Expectation / Introduction and History of Tourism	Chapter 1
	10	Introduction, History, and Overview	Chapter 1
	12	Transportation Group Project – Team Assignments	Chapter 2
	17	Transportation	Chapter 2
	19	Accommodation	Chapter 3
	24	Food & Beverage Services Written Assignment #1 – Due Sep 23 (10%)	Chapter 4
	26	Group Project Assignment Briefing	
Oct	1	Adventure & Recreation	Chapter 5
	3	Entertainment Attractions	Chapter 6
	8	Entertainment Attractions Written Assignment #2- Due Oct 07 (10%)	Chapter 6
	10	Review on mid-term exam	
	15	Mid-Term Exam (20%): Chapters 1 - 6 October 15th 	
	17	Travel Services	Chapters 7
	22	Service Marketing	Chapter 8
	24	Service Marketing	Chapter 8
	29	Customer Service	Chapter 9
	31	Group Project Presentations (15%)	
Nov	5	Customer Service Written Assignment #3- Due Nov 04 (10%)	Chapter 9
	7	Group Project Presentations (15%)	
	12	Environmental Stewardship & Sustainability	Chapter 10
	14	Group Project Presentations (15%)	
	19	Aboriginal & Indigenous Tourism	Chapter 12
	21	Group Project Presentations (15%)	
	26	Risk Management & Legal Liability	Chapter 11
	28	Back to the Big Picture: Globalization & Trends	Chapter 14
Dec	3	Careers & Work Experience	Chapters 13

	5	Course Recap & Final Exam Review	
	10 – 20	Final Exam Period December 10th – 20th 	

Skills Across the Business Curriculum

The 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

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.

Academic Honesty: Students have a responsibility to read the [OC Academic Integrity Policy](#).

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 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 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 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 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.

Last Updated: April 7, 2025 (New Academic Integrity Policy Link)