

COURSE CODE: TOUR 200B

COURSE TITLE: Tourism Sector Study B

Calendar Description

This tourism sector study course integrates academic learning with real world tourism sector experiences. Students will propose and execute a structured tourism study plan through which they will explore, analyze, and integrate their prior learning with sector experiences related to the role and influence of business practices. Students will demonstrate their understanding of the principles and practices required to support the success and sustainability of business in the tourism sector. This course is Part B.

Prerequisite(s): TOUR 200A.

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: 3

Hours per Week: 3

Originally Developed: 2018

EDCO Approval:

CHAIR'S APPROVAL:



Learning Outcomes

Outcome Upon completion of this course students will be able to:

- 1 **Describe** how tourism management concepts from prior learning are put into practice in the tourism sector.
- 2 **Identify and explain** the importance of professionalism with sector practitioners and businesses using terminology, language, written formats typical within the tourism industry.
- 3 **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 Extension	Office	E-mail
Tania Rutt	6373	C127	trutt@okanagan.bc.ca
Tania Rutt	6373	C127	trutt@okanagan.bc.ca

Evaluation Procedure

Weekly reflective learning journal	10%
In-class moderated discussion forums	10%
Individual Assignments	30%
Final Paper	30%
Final Presentation	20%
TOTAL	100%

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

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. In the second half of the course, these will be more structured reflections directly tied to the final paper.

Discussion Forums

The course will have weekly student-led discussion forums framed to cause students to communicate with each other about key tourism management principles, practices, and issues to assist in preparing the final paper.

Tourism Sector Study Plan and Assignments

Students are required to continue 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.

Final Paper

Students will prepare a final paper and presentation 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. In Tourism Sector Study part B, students will complete and present their final paper.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Readings
Week #	Week of:	Mon, Jan 5 - Classes begin Fri, Jan 16 - Last day to register for a course and to receive a refund for course drop Mon, Feb 16 - Statutory Holiday (no classes) Tue, Feb 17 - Fri, Feb 20 - Mid-semester study break (no classes) Fri, Mar 6 - Last day to withdraw from a course without academic penalty Fri, Apr 3 & Mon, Apr 6 - Statutory Holiday (no classes) Fri, Apr 10 - Last day of regularly scheduled classes Mon, Apr 13 - Wed, Apr 22 - Final exam period – see policy.	Weekly readings and resources will be provided in Moodle and updated regularly
1	Jan 5	Introduction and Expectations Reflective Learning Journal 1	
2	Jan 12	Weekly Meetings and tourism sector experiences Thesis workshop Reflective Learning Journal 2	
3	Jan 19	Weekly Meetings and tourism sector experiences Reflective Learning Journal 3 Discussion forum 1 and 2	
4	Jan 26	Weekly Meetings and tourism sector experiences Discussion forum 3 Reflective Learning Journal 4	
5	Feb 2	Weekly Meetings and tourism sector experiences Reflective Learning Journal 5 Discussion forum 4 and 5	
6	Feb 9	Weekly Meetings and tourism sector experiences Reflective Learning Journal 6	
7	Feb 16	Reading break	
8	Feb 23	Weekly Meetings and tourism sector experiences Reflective Learning Journal 7 Discussion forum 6 and 7	
9	Mar 2	Weekly Meetings and tourism sector experiences Reflective Learning Journal 8	
10	Mar 9	Weekly Meetings and tourism sector experiences	

		Reflective Learning Journal 9 Discussion forum 8	
11	Mar 16	Weekly Meetings and tourism sector experiences Reflective Learning Journal 10 Discussion forum 9 and 10	
12	Mar 23	Paper and presentation workshopping	
13	Mar 30	Final Paper and Presentation in presence of Industry Leaders	
14	Apr 6	Course wrap-up	

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.