

**COURSE CODE:** TOUR 245

**COURSE TITLE:** Tourism for SME

---

### **Calendar Description**

The course introduces students to the specific challenges and opportunities that impact Small and Medium sized Tourism Enterprises. Using case studies and real-life examples in class, students will experience what it is like to react quickly and prepare for the future in a fast paced business environment.

**Prerequisite(s):** BUAD 123, TOUR 130, TOUR 115

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

**Prerequisite For:** None

**Substitutable Courses:** None

**Graduation Requirement:** Tourism Management Diploma

**Transfer Credit:**

**Special Notes:** This course cannot be used for credit towards an Okanagan College Bachelor of Business Administration, Business Administration Diploma, Business Administration Certificate or Post Baccalaureate Diploma.

**Credits:** 3

**Hours per Week:** 3

**Originally Developed:** August 2020

**EDCO Approval:**

---

**CHAIR'S APPROVAL:** 

---

## Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	<b>Describe</b> unique aspects of decision making specific to Tourism SMEs.
2	<b>Apply</b> business concepts to demonstrate how to respond quickly to external challenges.
3	<b>Identify</b> problems and opportunities in the context of Tourism SME management and operations.
4	<b>Analyze</b> challenges and opportunities related to Tourism SME growth.
5	<b>Describe</b> ways Tourism SMEs can scale their business.
6	<b>Discuss</b> problems specific to family owned and operated businesses in Tourism SMEs

## Course Objectives

Objectives	This course will cover the following content:
1	Aspects of different types of small business management and ownership in Tourism
2	Marketing of products and services in a Tourism small business
3	The challenges and rewards of branching out into a global market
4	Business management and control systems
5	Exit and harvesting strategies for small Tourism businesses

## Professors

Name	Phone Extension	Office	E-mail
David Knapp	4116	C138	<a href="mailto:dknapp@okanagan.bc.ca">dknapp@okanagan.bc.ca</a>

## Evaluation Procedure

---

Weekly Discussion Board: Student Posts	20%
Case Study Analysis (week 6)	20%
Marketing Plan Project (week 8)	20%
Family Business Report (week 10)	20%
Final Project: Growth Strategy Plan (week 12)	20%
<b>Total</b>	<b>100 %</b>

---

### Generative AI tools are not permitted unless explicitly stated otherwise

The use of generative artificial intelligence tools is strictly prohibited in all course assignments unless explicitly stated otherwise by the instructor in this course. This includes ChatGPT and other artificial intelligence tools and programs. Whenever generative AI tools are permitted and used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#)).

## Required Materials

**Wilson-Mah, R. (2023). *Tourism and Hospitality Management in Practice*.** Also available as an e-Text using the link provided on the class Moodle page.

Other readings, videos and case studies will be made available through the Moodle course website.

## Notes

**All quizzes, reports, assignments and exams are to be done on your own. You may not copy information from Moodle or other sources into your own assignments. You may share ideas in the Moodle discussion area, but each individual student is responsible for his or her own contribution.**

## Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2026 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 <b>Mon, Feb 16 - Statutory Holiday (no classes)</b> <b>Tue, Feb 17 - Fri, Feb 20 - Mid-semester study break (no classes)</b> Fri, Mar 6 - Last day to withdraw from a course without academic penalty <b>Fri, Apr 3 &amp; Mon, Apr 6 - Statutory Holiday (no classes)</b> Fri, Apr 10 - Last day of regularly scheduled classes <b>Mon, Apr 13 - Wed, Apr 22 - Final exam period – see <a href="#">policy</a>.</b>	Chapter(s):  <i>See assigned weekly readings &amp; resources on Moodle.</i>
<b>Jan</b>	5	Introduction to Small & Medium Sized Tourism Enterprises	Course text: Introduction
	12	Foundations of Small Business Management	Case: The Peak Hotel
	19	Decision-Making in Tourism SMEs	Case: Pivoting in the Tourism Sector
	26	Marketing for Tourism SMEs	Case: Marketing Strategy for Business Recovery: Tours of Exploration
<b>Feb</b>	2	Identifying Problems & Opportunities	Case: Local I'a: A Social Enterprise Makes a Big Impact on a Small Scale
	9	Business Management and Control Systems <b>Assignment: Case Study Analysis Due February 14th</b>	Case: Here's a Tip – Paying it Forward May Backfire at Oven and Tap.
	16	Reading Week – no classes	
	23	Scaling Tourism SMEs <b>Assignment: Marketing Plan Project Due February 28th</b>	Case: Street Food in Ho Chi Minh City: Managing High Demand
<b>Mar</b>	2	Guest Speakers & Live Case Mar 3 & 5	TBA
	9	Family-Owned Business Issues <b>Assignment: Family Business Report Due March 14<sup>th</sup></b>	Case: The Peak Hotel Revisited
	16	External Challenges and Crisis Management	Case: A Sudden Inhospitable Situation: The Everglade Hotel
	23	Global Market Expansion	Case: A Sustainable Tourism Plan and Rebrand for Lagos, Nigeria
	30	Exit & Harvesting Strategies <b>Final Project: Create a Growth &amp; Exit Strategy Due April 4th</b>	Case: Game, Set & Match: Increasing the Economic Impact of a Tennis Tournament
<b>Apr</b>	7	Integration and Future Trends	Case: The Local Wild Food Challenge: Translating a Chef's Passion into a Sustainable Event.
		<b>No Final Exam in Tour 245</b>	
	14	<b>Final Exam Period Tuesday April 13<sup>th</sup> – Tuesday April 22<sup>nd</sup></b>	

## 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, 6<sup>th</sup> 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.