



# Business Administration

Course Number:	<b>BUAD 206</b>
Course Title:	<b>THE BUSINESS OF TOURISM</b>
Credits:	3
Calendar Description:	<p>This course is an introduction to the tourism industry. It provides students with an understanding of the complex nature of tourism including economic, environmental and social impacts.</p> <p>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. <i>(also offered by Distance Education)</i></p>
Semester and Year:	<b>Winter 2015</b>
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	BUAD 392
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Required – BBA & Diploma, Hospitality & Tourism Management Option
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students with credit for HOSP 210 cannot take BUAD 206 for further credit
Development Date:	November 2012
Revision Date:	November 2013
Chair's Approval:	Signature

**Professors**

Name	Phone number	Office	Email
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**Learning Outcomes**

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

- Discuss the structure, current trends and importance of the eight sectors of the tourism industry
- Understand the basic concepts of travel by addressing the common components of tourism such as the theories of travel, travel motivations and tourism planning and development
- Evaluate the tourism industry's economic, environmental and cultural impact
- Investigate the various organizations and associations related to the tourism industry
- Discuss key issues facing the future of the tourism industry both in Canada and around the world

**Course Objectives**

This course will cover the following content including:

See weekly schedule.

**Evaluation Procedure**

On-Line Quizzes	15%
Research Project & Presentation	35%
Mid-term Exam	20%
Final Exam	30%
Total	100%

**Notes**

**On-Line Quizzes:**

Each chapter of the course has an on-line quiz associated with it. These quizzes can be done an unlimited number of times. The highest grade will be taken. These quizzes can be completed in Moodle.

**Research Paper:**

- See the project brief under the Research Project icon in Moodle for complete details and marking rubric.
- This research proposal, paper and corresponding in-class presentation will be done in groups of four.
- This paper is to be no more than 5,000 words, approximately 20 double-spaced word processed pages, excluding Title Page, Bibliography,
- You are to select a subject that you want to learn about in Tourism (Suggestions will be provided under the Research Project icon in Moodle).
- You will also be required to make a 10-12 minute group presentation to the class to illustrate and explain your research report.
- This presentation is work 10% of your mark.
- A 10% reduction of the maximum possible mark will be imposed for each day that the work is late (including due date).
- No work will be accepted after 5 calendar days have passed.
- All submitted work should indicate clear comprehension of the business communication courses that have been undertaken and marks will be deducted up to 20% for spelling, grammatical and organizational errors.

**Mid-term and Final Exams:**

- These activities can be any combination of multiple choice, true and false, short answer and short essay questions.
- In class activities, group research presentations and guest speakers are eligible material for both the midterm and the final exam.
- Final Exams can be scheduled any day except Sunday and cannot be missed except for medical emergencies.
- The mid-term and final exams are worth 25% and 30% of your final grade respectively.

**Required Texts/Resources**

Tourism: The Business of Travel, Cook, Yale, Marqua, 4th ed.

Course Schedule

Date		Topic	Textbook
Week of:		Mon. Jan 5 Classes begin Family Day Feb 9 & Feb 10 to 13 Reading Break – no classes Good Fri. Apr 3 & Easter Mon. Apr 6 – no classes Tues. Apr 14 Last day of regularly scheduled classes	
Jan	5	Course Overview & Administration Introduction to Tourism Sectors of Tourism	Ch 1
	12	Understanding Tourist Motivations Segmenting the Tourism Market	Ch 2
	19	Delivering Quality Tourism	Ch 3
	26	Tourism Distribution Channels Group Research Project Topic (approved by professor)	Ch 4
Feb	2	Tourism Sectors: Transportation Cruise Markets	Ch 6
	9 - 13	READING BREAK (Feb 10 – 14 no classes)	
	16	Tourism Sectors: Accommodations Group Research Project Proposal Due	Ch 7
	23	Mid-term Review Mid-term Exam – (Chapters 1 - 4, 6 - 7, Guest Speakers)	
Mar	2	Tourism Sectors: Food & Beverage	Ch 8
	9	Tourism Sectors: Attractions & Entertainment / Destinations	Ch 9 & 10
	16	Economic and Political Impacts of Tourism	Ch 11
	23	Environmental and Social/Cultural Impacts of Tourism	Ch 12
	30	Major Research Project Presentations - Assigned Groups Group Research Project Due on Mar 29 – All Groups	Groups: 10, 8, 6, 4, 2
Apr	6	Major Research Project Presentations - Assigned Groups	Groups: 9, 7, 5, 3, 1
Apr	17 - 25	Final Exam Period (Chapters 1-4, 6-12, Guest Speakers and Student Projects)	Ch 1-4, 6-12

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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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**

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### **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.