



Business Administration

Course Number:	BUAD 206
Course Title:	THE BUSINESS OF TOURISM
Credits:	3
Calendar Description:	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. 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.
Semester and Year:	Winter 2020
Prerequisite(s):	No
Corequisites(s):	No
Prerequisite to:	BUAD 351
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:



Professor

Name	Phone number	Office	Email
Danielle Robinson	e-mail	K: E221	drobinson@okanagan.bc.ca
CLASS HOURS:	M, W	11:00am -12:20pm	K: E402
OFFICE HOURS:	M, W	12:30pm -1:30pm	K: E221

Course Description

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. 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. (Also offered by Distance Education)

Course Objectives/Learning Outcomes

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

- Discuss the structure, current trends and relative importance of the eight sectors of the tourism industry
- Explain the common components of tourism including theories related to travel, travel motivations, and tourism planning and development
- Describe the tourism sector's economic, environmental, social and cultural impacts
- Describe the various organizations and associations related to the tourism sector
- Discuss key issues facing the future of the tourism in Canada and around the world

Required Texts/Resources

Introduction to Tourism and Hospitality in BC by Morgan Wescott, Editor. This Open Source Book can be downloaded for free from: <http://opentextbc.ca/introtourism/>

Evaluation Procedure

Short Written Assignments (4)	30%
Research Project	25%
Midterm Exam	20%
Final Exam	25%
Total	100%

Notes:

More assignment instructions and rubrics will be discussed in class and made available in Moodle

Short Written Assignments (4):

- 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.

Research Paper:

- You are to select a subject that you want to learn about in Tourism. Suggestions will be provided.
- This paper should be 1,500- 2,000 words excluding Title Page, Table of Contents and References.
- There must a total of at least 5 research sources. These sources must include: the e-text, two or more academic sources (peer-reviewed articles), two or more business/ government sources.

Exams:

- Exams can 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.
- Final Exams are scheduled by the Registrar's Office and the schedule will be released later in the term.

Attendance

Treat this class like a job. Attend each class having completed the assigned readings/viewings and ready to participate respectfully.

Policy Regarding Late-submissions

All assignments are due to in Moodle before midnight on the date indicated in the course outline unless otherwise indicated. It is your responsibility to upload the correct file. Incorrect files will be considered late. Late submissions will be devalued 10% per day for up to five days. After five days, the assignment receives a zero. In special circumstances where due dates cannot be met, the onus is on the student to contact the instructor in advance and then provide acceptable written documentation substantiating the reasons for not meeting the deadline (e.g. doctor's note).

Written Communication

Sources must be cited in APA style. See Okanagan College's guide for more information and examples:

[http://www.okanagan.bc.ca/Assets/Departments+\(Administration\)/Library/PDFs/apa.pdf](http://www.okanagan.bc.ca/Assets/Departments+(Administration)/Library/PDFs/apa.pdf)

Clear, well-organized business writing and correct spelling and grammar are required in all assignments and course communication including email and moodle posts.

Support

It is better to ask questions well before an assignment is due, and I am happy to help. If you have questions please contact me by email or come to office hours. Please let me know if you have accommodations arranged through accessibility services.

Many students take advantage of the services provided by the following:

Learning Centre

https://www.okanagan.bc.ca/Student_Services/students/learning-centres/Kelowna.html

Aboriginal Services

https://www.okanagan.bc.ca/Student_Services/students/aboriginal.html

Counselling Services

https://www.okanagan.bc.ca/Student_Services/students/counselling.html

International Education

https://www.okanagan.bc.ca/Programs/Areas_of_Study/International_Education/Student_Support.html

Course Schedule

Monday/Wednesday, 11:00am-12:20pm. Kelowna, E402

Date		Topic	Textbook
2020 Week of		Monday, January 6 – First Day of Classes Monday, February 17 – Family Day Tuesday, February 18 – Friday, February 21 – Reading Break Thursday, April 9 – Last Day of Regular Classes	
1	Jan 6, 8	History and Overview	Ch 1
2	Jan 13, 15	Transportation	Ch 2
3	Jan 20, 22	Accommodation Written Assignment #1 Due Jan. 22	Ch 3
4	Jan 27, 29	Food and Beverage Services	Ch 4
5	Feb 3, 5	Recreation	Ch 5
6	Feb 10, 12	Entertainment Written Assignment #2 (Research Project Proposal) Due Feb. 12	Ch 6
		READING BREAK (Feb 18-22) No classes	
7	Feb 24, 26	Travel Services Midterm Exam Ch 1 – 7 (Feb. 26 in-class)	Ch 7
8	Mar 2, 4	Services Marketing	Ch 8
9	Mar 9,11	Customer Service Written Assignment #3 Due (Mar. 11)	Ch 9
10	Mar 16, 18	Risk Management and Legal Liability	Ch 10
11	Mar 23, 25	Environmental Stewardship Written Assignment #4 Due (Mar. 25)	Ch 11
12	Mar 30, Apr 1	Aboriginal Tourism	Ch 12
13	Apr 6, 8	Back to the Big Picture: Globalization and Trends Research Project Due (Apr. 6)	Ch 14
Apr	14-24	Final Exam Period (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, 7th edition (2019)). 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.