




Business Administration

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| Course Number: | TOUR 105 |
| Course Title: | INTRODUCTION TO TOURISM |
| Credits: | 3 |
| 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. |
| Semester and Year: | FALL 2023 |
| Prerequisite(s): | No |
| Corequisite(s): | No |
| Prerequisite to: | TOUR 200, BUAD 351 and BUAD 358 |
| Final Exam: | Yes |
| Hours per week: | 3 |
| Graduation Requirement: | |
| Substitutable Courses: | No |
| Transfer Credit: | No |
| Special Notes: | This course is also offered as BUAD 115. Students with credit for BUAD 115 or BUAD 206 cannot take TOUR 105 for additional credit |
| Originally Developed: | 2018 |
| EDCO Approval: | June 2020 |
| Chair's Approval: |  |

Professors

| Name | Phone number | Office | Email |
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| Tania Rutt <i>Course Captain</i> | | B207 | trutt@okanagan.bc.ca |

Learning Outcomes

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| <p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> • discuss the structure, current trends, and importance of the eight sectors of the tourism industry. • describe the common components of tourism such as the theories of travel, travel motivations and tourism planning and development. • describe the tourism sector’s economic, environmental, and cultural impact. • investigate the various organizations and associations related to the tourism sector. • discuss key issues facing the future of the tourism industry both in Canada and around the world. |
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Evaluation Procedure

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| In-class Learning Activities | 10% |
| Short Written Assignments (3) | 30% |
| Group Project | 15% |
| Midterm Exam | 20% |
| Final Exam | 25% |
| Total | 100% |

Detailed information about assignments and how they are evaluated will be given in class, but some general notes about evaluation are provided below:

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| <p>Learning Activities 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.</p> <p>Short Written Assignments (3) These assignments of 400-500 words are designed to improve your critical thinking skills and your analytical writing abilities.</p> <p>Group Project Groups of approximately 2-3 will choose from a selection of tourism cases that illustrate course concepts. The project has 3 parts:</p> <ul style="list-style-type: none"> • Written one-pager that highlights key concepts in the selected tourism case • 15-minute presentation • Activity facilitation |
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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.

Required Texts/Resources

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/> Please download the 2nd edition.

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.

Course Schedule:

| Date | | Topic | Textbook |
|------------------------|---------|---|-----------|
| 2023 Week of | | Wednesday September 6, First day of class | |
| | | Friday September 15, Last day to register for Fall 2023 | |
| | | Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes) | |
| | | Friday October 27, Last day to withdraw from class without academic penalty | |
| | | Thursday December 7, Last day of class | |
| 1 | Sept 6 | Course Expectations, Introduction and History of Tourism | Ch 1 |
| 2 | Sept 11 | Sept 11: Transportation Sept 13: Transportation – airport services | Ch 2 |
| 3 | Sept 18 | Sept 18: Accommodation Overview Sept 20: Accommodation | Ch 3 |
| 4 | Sept 25 | Sept 25: Accommodation Sept 27: Food and Beverage | Ch 4 |
| 5 | Oct 4 | The wine industry – guest speaker <i>Assignment #1 due</i> | Ch 4 |
| 6 | Oct 11 | Environmental Stewardship | Ch 10 |
| 7 | Oct 16 | Oct 16: Indigenous Tourism Oct 18: Indigenous Tourism | Ch 12 |
| 8 | Oct 23 | Oct 23: Review and Midterm Exam Oct 25: Recreation | Ch 5 |
| 9 | Oct 30 | Oct 30: Entertainment Nov 1: Travel Services <i>Assignment #2 due</i> | Ch 6,7 |
| 10 | Nov 6 | Nov 6: Services Marketing Nov 8: Customer Service Excellence | Ch 8, 9 |
| 11 | Nov 15 | Field Trip | |
| 12 | Nov 20 | Nov 20: group presentations and discussion Nov 22: group presentations and discussion | |
| 13 | Nov 27 | Nov 27: Risk Management and Legal Liability Nov 29: Future Trends / Careers <i>Assignment #3 due</i> | Ch 11, 13 |
| 14 | Dec 4 | Dec 4: Future Challenges and Opportunities – guest speaker Dec 6: final exam | Ch 14 |
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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.