



Business Administration

Course Outline

COURSE NUMBER:	HOSP 210
COURSE TITLE:	INTRODUCTION TO 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 & YEAR:	Winter 2006
PREREQUISITE:	None
CO-REQUISITE:	None
PREREQUISITE TO:	None
FINAL EXAM:	Yes
HOURS PER WEEK:	3
GRADUATION REQUIREMENT:	Second year requirement: Hospitality Management option, Business Administration diploma
SUBSTITUTABLE COURSES:	None
TRANSFER CREDIT:	
SPECIAL NOTES:	
DEVELOPMENT DATE:	September 1995
REVISION DATE:	May 2005

DEPARTMENT CHAIR'S SIGNATURE: _____

PROFESSOR:**Sheilagh Seaton**sseaton@okanagan.bc.ca

Note: Use WebCT for course related matters - I do not use My Okanagan

Penticton Office

PE 011

Local 3212

Kelowna Office

L323

Local 4596

COURSE SCHEDULE:

Kelowna Section 001

Monday 2:30 - 5:20 pm

Room B103

Penticton Section 051

Wednesday 10:00am – 12:50pm

Room PE C07

TEACHING/LEARNING ACTIVITIES:

In addition to standard lectures and student projects, presentation and group discussions on current topics and concerns within the industry will be used. There will also be guest speakers organized throughout the semester depending on availability. Finally, there will be an optional field trip that will take place near the end of the semester and depending on the availability of representatives from the organization may or may not occur during class time.

REQUIRED TEXTS:

Tourism: The Business of Travel, Cook, Yale, Marqua, 3rd ed.

EVALUATION PROCEDURE:

Class Participation	10%
Assignments	15%
Research Report and Presentation	20%
Mid-term Exam	20%
Final Exam	<u>35%</u>
Total	100%

Assignments are due at the BEGINNING of class on the due date. Work received after that time is considered "overdue." Unless previous arrangements have been made with the professor, a 10% reduction of the maximum possible mark will be imposed for each day that the work is late. NO WORK will be accepted after 5 working days have passed. All submitted work should indicate a comprehension of the business communication courses that have been undertaken and marks WILL be deducted for spelling, grammatical and organizational errors.

Class Participation:

Your participation grade will be based on several activities including presentations on current tourism topics and events, presentations on BC tourism locations, and participation in class discussions. During the first full week of classes each student will be assigned dates for presenting their tourism discussion topic and BC tourism location. The presentations should be a maximum of 5 minutes in length.

Assignments:

There will be three assignments given during the semester. Each assignment is worth 5%. The assignments should each be a maximum of one single spaced page or two double spaced pages. The assignments will be based on the information contained in the textbook and may require some additional research.

Research Report:

This paper may be completed on your own or with a partner. The paper is to be no more than 10 double-spaced, word processed pages, excluding Bibliography, Table of Contents, Executive Summary, etc., with a font size of 12 pts. You are to select a subject that **you want to learn about**. Some SUGGESTIONS are in the appended "Topics List". The report will be of professional report quality and be well researched. You must accurately and completely cite at least 10 different sources from books, research journals, magazine articles, the 'www' or videos. Only 5 can be 'www' references. The format for the report, including references will follow the APA Guidelines that are posted on WebCT.

You will submit one bound copy and an electronic copy. You will also be required to make a presentation to the class to illustrate and explain your work. Ten minutes of class time will be allotted for each presentation. At the beginning of class the week of January 23, a one-page memo identifying your topic and what you hope to demonstrate in your paper (thesis) is due. The week of February 13 a Bibliography showing the research you have done and intend to use in your paper is due. You will then have approximately 5 weeks before class presentations will begin to complete this project which is due the week of March 27, 2006.

Mid-term and Final Exams:

These activities will be a combination of multiple choice, true and false, short answer, and short essay questions. The mid-term will be a take-home exam that will be due at the beginning of the following class. The final will be 3 hours in length and will include material from the entire semester.

TENTATIVE COURSE SCHEDULE:

(All dates are subject to change depending on availability of guest speakers)

Week of:		Topic	Text
Jan	9 / 11	Introduction to Tourism	Ch 1
	16 / 18	Understanding Tourist Motivations and Segmenting the Tourism Market	Ch 2
	23 / 25	Quality Tourism Tourism Distribution Channels <i>Assignment 1 due</i> <i>Proposal for Research Project due</i>	Ch 3 & 4
	Jan 30 / Feb 1	Place - Transportation	Ch 5
Feb	6 / 8	Tourism Sectors: Accommodations / Food and Beverage	Ch 6 & 7
	13 / 15	Tourism Sectors: Attractions and Entertainment / Destinations <i>Assignment 2 due</i> <i>Research Report Bibliography due</i>	Ch 8 & 9
	20 / 22	NO CLASSES – Mid Semester Break	
	Feb 27/ Mar 1	Economic and Political Impacts of Tourism <i>Midterm Exam (Take home)</i>	Ch 10
Mar	6 / 8	(Chapter 10 continued) <i>Midterm Exam due</i>	
	13 / 15	Environmental and Social/Cultural Impacts of Tourism	Ch 11
	20 / 22	(Chapter 11 continued) The Future of Tourism <i>Assignment 3 due</i>	Ch 12
	27 / 29	(Chapter 12 continued) Presentations (if time is needed)	
Apr	3 / 5	Presentations	
Apr	10 / 12	Presentations & Review	
	18 - 26	FINAL EXAM PERIOD	

(Final Exams can be scheduled any day except Sunday and CANNOT be missed without extraordinary reasons. See the OC Calendar, page 146.

In January, you must submit at the beginning of class a one-page proposal of your research topic. This will explain what you hope to demonstrate or explain in your paper and list at least 5 sources that you have or will be consulting.

RESEARCH PAPER TOPICS

Sustainable Tourism	Cultural Tourism
Eco-tourism	Adventure Travel
Tourism's impact on the Environment	B.C. Tourism Trends
Impacts of Tourism Taxes	Leisure Time and its Impact on Travel
How Technology has Changed Tourism	Ethical tourism Products
Constraints to Tourism	World Economic Impact of Tourism
Handicapped and Tourism	Why Plan for Tourism Development?
The Golf Market	How to Conduct Tourism Research
The Air Market	National Parks and Tourism
The Cruise Market	Nature Tourism
What is the Fly-Drive Market?	Positive outcomes from Tourism
The Rental Car Market	Sports Tourism - Is it Viable?
Events and Festivals Impact	Travel Indicators – Measuring Results
The Motor Coach Market	Sex Tourism
The Role of Hotels and Motels	Importance of Dining to Tourism
The Convention Market	Negative Effects of Tourism
Price Perception & Value	First Nations Tourism
Human Resource Problems in Tourism	Heritage Tourism

Profile a Canadian Tourism Product by analyzing the “5 Ps” of marketing.

Some companies to consider: West Jet; Butchart Gardens; Ironman Canada;
The S.S. Sicamous; the K.V.R.Trail; the Okanagan Wine Festival, Fall and Spring

SKILLS ACROSS THE BUSINESS CURRICULUM

The Faculty 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 outlines in the OC calendar (page 155), which is available in printed and 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 Faculty 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, 5th edition (2001). 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 Faculty of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Faculty 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 Faculty 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 or expulsion from OC.