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 2019
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: Signature

Professors

Name	Phone number	Office	Email
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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

Insights-Resources-Application Assignments (2)	10%
One Page Essays (2)	10%
Weekly Key Concept Papers	15%
Research Project	25%
Midterm Exam	20%
Final Exam	20%
Total	100%

Notes

Insights Resources and Application (I.R.A):

- Students will be responsible for submitting an I.R.A. of between 300 and 400 words twice during the term. Students will also be required to comment on two I.R.A. entries from other students in the class.

One Page Essays:

- These exercises are designed to improve your critical thinking skills and your analytical writing abilities. For each theory assigned, you must write a one-page essay, due on the day indicated on the Moodle drop box provided.

Weekly Key Concept Papers

- Each there is an assigned chapter reading (see the course calendar for the detailed schedule). For each assigned chapter, you will be required to write a key concept summary. Submit your summaries to the Turn-it-in drop box by Friday at 23:55 of the week the chapter is assigned.

Research Paper:

- See the project brief under the Research Project icon in Moodle for complete details and marking rubric.
- This paper is to be no more than 2,500 words, approximately 10 double-spaced word processed pages, excluding Title Page, Bibliography, and Appendices.
- 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).
- 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.

Exam:

- These activities can be any combination of multiple choice, true and false, short answer and short essay questions.
- Assignment activities and research topics are eligible material for the final exam.
- Final Exams are scheduled by the Registrar's Office and the schedule will be released later in the term.
- The exams are worth 40% of your final grade.

Course Schedule

Date		Topic	Textbook
Week of:		Monday, January 7 - Classes Start Monday, February 18 – Family Day (no classes) Tuesday, February 19 - Friday, February 22 – Reading Week (no classes) Tuesday, April 12 – Last Day of Regular Classes Friday, April 19 – Monday, April 22 – Easter (no classes)	
1	Jan 7	History and Overview	Ch 1
2	Jan 14	Transportation	Ch 2
3	Jan 21	Accommodation **One Page Essay 1: Freedoms of the Air Due**	Ch 3
4	Jan 28	Food and Beverage Services **Research Project Topic (approved by professor)**	Ch 4
5	Feb 4	Recreation **I.R.A. Journal #1 Due**	Ch 5
6	Feb 11	Entertainment **Project Proposal Due**	Ch 6
		READING BREAK (Feb 18-22) No classes	
7	Feb 25	Travel Services **Midterm Exam Ch 1 – 7 (Thursday in-class)**	Ch 7
8	Mar 4	Services Marketing	Ch 8
9	Mar 11	Customer Service	Ch 9
10	Mar 18	Risk Management and Legal Liability **One Page Essay 2: SERQUAL and CRM Due**	Ch 10
11	Mar 25	Environmental Stewardship	Ch 11
12	Apr 1	Aboriginal Tourism **Research Report Due**	Ch 12
13	Apr 8	Back to the Big Picture: Globalization and Trends **I.R.A. Journal #2 Due**	Ch 14
Apr	15-29	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, 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 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.