Business Administration

Course Number:	**BUAD 358**
Course Title:	**GLOBAL TRENDS IN TOURISM AND HOSPITALITY**
Credits:	3
Calendar Description:	This course explores current trends in the global tourism and hospitality sector with an emphasis on the challenges facing the sector and its responses. Case studies address current and relevant topics such as transportation, destination management, marketing, and distribution management. Current developments in social media, corporate social responsibility, and sustainability are analyzed with the tourism context.
Semester and Year:	**Winter 2015**
Prerequisite(s):	BUAD 206
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	
Substitutable Courses:	No
Transfer Credit:	Yes
Special Notes:	
Originally Developed:	June 2012
EDCO Approval:	March 2014

Chair's Approval:

Professors

Name	Phone number	Office	Email
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Learning Outcomes

Upon completion of this course students will be able to:

- Assess the major 10 forces that impact change.
- Define the size and scope of the tourism and hospitality industry and its many complexities.
- Examine industry sector trends and implications for the future.
- Describe the challenges facing the key tourism industry sectors.
- Analyze and evaluate possible solutions to issues facing the tourism and hospitality industry.

Course Objectives

This course will cover the following content including:

- The current state of trends identification in the tourism and hospitality industry.
- Internal factors that impact future trends including products, services, and support systems.
- External factors that impact future trends including social, political, and economic trends.
- Particular attention will be given to key environmental elements that impact future trends including the Peak Oil theory, corporate social responsibility, sustainable design and management, and technological innovation in communications, service delivery, and transportation in the context of the tourism and hospitality industry.

Evaluation Procedure

Assignment 1 – individual baseline Top 10 Trends List	5%
Assignment 2 – group researched Top 10 Trends List	30%
Assignment 3 – individual selected trend/s annotated bibliography	30%
Assignment 4 – individual comparative trends secondary research paper	30%
Assignment 5 – individual retrospective Top 10 Trends List	5%
Total	100%

Notes

This course is essentially a senior elective seminar that will employ class discussion and secondary research to achieve the learning outcomes. In this sense, it will not be like most courses you've taken to date at the OSB; it will be more like the special courses that require travel and observation (normally scheduled during our Summer Term) except we will not be traveling physically, only in a virtual sense. In addition, the course will not have a widely used scheme since none exists, either in academia or in the industry, for identifying and analyzing future trends. We will be using a variation of the Delphi Method which employs informed opinion and consensus building as the basis for identifying future trends as the framework for the course.

Required Texts/Resources

Trends and Issues in Global Tourism 2012,Roland Conrady, Martin Buck, Springer Press Published: ISBN: 364227403X
Supplemental Readings: The Future of Luxury Travel, A Global Treads Report, Horwath HTL. Tourism and Hospitality in the 21st Century, Lockwood, A. and Medlik, S. (eds.) (2001). London

Course Schedule

Date		Topic	Textbook
Classes are held on Friday from 12:30 to 15:20		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	*Note that some chapters are only several pages in length*
Jan	9	Introduction to Course; The Delphi Method; Group Formation	Ch 1
	16	Assignment 1: individual reports and discussion on baseline Top 10 Trends Lists	Ch 2, 3, 4
	23	Perspectives on Global Trends; Review of Secondary Research Library Techniques – guest speaker Lindsay Willson, OC KLO Library	Ch 5, 6, 7
	30	Trends Tracking in the Industry – guest speaker Professor Alan Rice; Dr David Edgell's Top 10 Trends Tracking Exercise	Ch 8, 9, 10
Feb	6	Assignment 2: group reports and discussion on researched Top 10 Trends Lists	Ch 11, 12, 13
	9 - 13	READING BREAK *(Feb 9 to 13 – no classes)*	
	20	Internal Factors: Products, Services, and Support Trends	Ch 14, 15,
	27	Individual meetings to review Assignment 3 progress	
Mar	6	Assignment 3: individual reports and discussion on selected trend/s annotated bibliographies	Ch 18
	13	External Factors: Social, Political, and Economic Trends	Ch 20, 21, 22
	20	CSR and Sustainability in Global Tourism	Ch 16, 17, 19
	27	Assignment 4: individual reports and discussion of comparative trends secondary research papers	
Apr	3	GOOD FRIDAY HOLIDAY *(no class)*	
	10	Assignment 5: individual reports and discussion of retrospective Top 10 Trends Lists	
Apr	17 – 25	Final Exam Period (No Final Exam)	

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, 6th 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.