

**FACULTY OF GLOBAL & COMMUNITY STUDIES**  
**SCHOOL OF TOURISM MANAGEMENT**  
**COURSE OUTLINE**

<b>Term:</b>	Fall 2017	<b>Instructor:</b>	
<b>Course No - Section:</b>	TOUR 111	<b>Office:</b>	
<b>Course Name:</b>	Tourism Introduction: Theory & Practice	<b>Telephone:</b>	
<b>Credits:</b>	3	<b>E-mail:</b>	
<b>Classroom/Lab:</b>		<b>Office Hours:</b>	
<b>Scheduled:</b>			

**COURSE FORMAT:** 2X 1.5hrs/week X 15 weeks, plus 4<sup>th</sup> hour activities and field trips

**PREREQUISITES:** None

**NOTE:** TOUR 111 is equivalent to REC 110, REC 111 and/or TOUR 160. Duplicate credit will not be granted for this course and REC 110, REC 111 and/or TOUR 160.

**FOURTH HOUR:** Fourth hour for this course may consist of guest speakers, workshops, field-trips, in-person consultations and web-based support

**COURSE DESCRIPTION:** This course provides an overview of the tourism industry, examining the interrelationships between the different sectors, and the economic, environmental, cultural, and social impact of tourism. Topics include: sectors of the tourism industry; size, scope and infrastructure; definitions and conceptual models, trends and current issues, travel motivators, ethical issues, tourism as a community-based industry, the geography of tourism in B.C., and the role of tourism organizations

**COURSE LEARNING OUTCOMES:**

Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

<b>LEARNING OUTCOMES</b>
<b>Describe</b> the tourism sectors and <b>explain</b> their interrelationship within the industry.
<b>Define</b> tourism terminology and <b>apply</b> concepts used in the industry sectors, planning, and development.
<b>Identify</b> issues and trends that currently impact the tourism industry.
<b>Apply knowledge</b> of tourism motivators to <b>suggest</b> how destinations can better meet tourists' needs and wants.
<b>Describe</b> how industry organizations and various levels of government work to provide market, product and people development in the tourism industry.
<b>Assess the impact</b> of tourism as a worldwide economic, environmental, cultural, and social force.

## EVALUATION PROFILE:

Assessment	% of Final Grade
Midterm	20%
Final Exam	25%
My Favourite Place (presentation and paper)	15%
Tourism in the News (two- part assignment)	25%
Learning Log/4 <sup>th</sup> hr Activities	15%
<b>Total</b>	<b>100%</b>

<b>GRADING PROFILE:</b>	A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
	A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
	A-=80-84%	B- = 70-72%	C- = 60-62%	

## GRADING STANDARDS:

- A+** All aspects of the work submitted are to exceptional standards.  
Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).
- A** All aspects of the work submitted are to excellent standards.  
Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).
- B** All aspects of the work submitted are to good standards.  
Accurately researched, clear discussion, well-structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).
- C** All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.  
Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).
- D** Work submitted earns a minimal pass.  
Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).
- F** All aspects of the work submitted are below adequate standards  
Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

**REQUIRED TEXT and OTHER RESOURCES:** Nickerson, N., and P. Kerr. 2016. **Snapshots: An Introduction to Tourism.** 7<sup>th</sup> ed. Pearson Prentice Hall: Toronto. Additional reading resources may be supplied in class or available through Moodle. This is offered as an online text at [www.coursesmart.com](http://www.coursesmart.com)

**COURSE CONTENT/SCHEDULE:**

<b>Week</b>	<b>TOUR 111- Intro to Tourism TOPIC</b>	<b>ASSIGNMENTS/ READINGS</b>
1	<b>Part One: Introduction to Tourism</b> Course Introduction Understanding Tourism: History, Terms and Associations Tourism Sector: Tourism Services- British Columbia	Chp 1/Chp 11
2	Tourism Sector: Tourism Services- Canada/Global <b>4<sup>th</sup> hr activity - Value of Tourism- Your Hometown</b> <b>4<sup>th</sup> hr activity- Tourism Organizations</b>	Chp 1/Chp 11
3	Tourism Guests & Hosts (Part I- The Guest) <b>4<sup>th</sup> hr activity- Research Class (Library, September 18<sup>th</sup> 11:30)</b> Tourism Guests & Hosts (Part II- The Host) <b>4<sup>th</sup> hr activity- What's your EQ?</b>	Chp 2  Chp 2
4	Planning & Development Tourism Cape Breton Case Study- Take Home/No Class <b>World Tourism Day: Guest Speaker event (see Moodle)</b> <b>4<sup>th</sup> hr activity- Cape Breton Case Study</b>	Chp 3  <b>Learning Log #1 (5%)</b>
5	Tourism Sector: Accommodation Tourism Sector: Accommodation	Chp 5 <b>Annotated Bib. (10%)</b>
6	Tourism Sector: Transportation Tourism Sector: Food and Beverage	Chp 4 Chp 6
7	<b>My Favourite Place- Presentation Set 1 (5%)</b> <b>My Favourite Place- Presentations Set 2 (5%)</b> <b>4<sup>th</sup> hr activity- Guest Speaker- (evening)</b>	<b>MFP Paper (10%)</b> <b>MFP Paper (10%)</b>
8	<b>My Favourite Place- Presentation Set 3 (5%)</b> <b>Midterm</b>	<b>MFP Paper (10%)</b> <b>(20%)</b>
9	Workshop: Travel Apps/Social Media in Tourism <b>4<sup>th</sup> hr activity- Travel Apps</b> Tourism Sector: Attractions <b>4<sup>th</sup> hr Activity- Top 10 Attractions</b>	Chp 7 <b>Learning Log #2 (5%)</b>
10	Tourism Sector: Events and Conferences Tourism Sector: Events and Conferences <b>4<sup>th</sup> hr Activity- Events in your Hometown</b>	Chp 8
11	Tourism Sector: Travel Services <b>4<sup>th</sup> hr Activity- Guest Speaker- Adventure Tour Sales (evening)</b> Tourism Sector: Travel Services	Chp 10
12	Workshop: Article Review Tourism Sector: Adventure Tourism	Chp 9 <b>Learning Log #3(5%)</b>
13	Tourism: The future of, and trends in, tourism <b>4<sup>th</sup> hr- Guest Speaker- Careers for you (evening)</b>	Chp 12 <b>TIN/Article Review (15%)</b>
14-15	FINAL EXAM WEEK	<b>Final Exam (25%)</b>

## UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

## FACULTY POLICIES:

### ***Attendance:***

Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline. **Attendance for weekend courses is mandatory. A deduction of 15% per day missed, or part thereof will be assessed without proper medical documentation.**

### ***Participation:***

This mark, if included as part of the assessment items by the instructor, is based on both the frequency and quality of the student's comments, questions, observations, and involvement, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks. Preparing the required readings will support a student's ability to participate. The participation mark is also influenced by professionalism (as described below), attitude and punctuality.

### ***Professional Behaviour:***

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism. Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

### ***Cheating and Plagiarism:***

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Website.

### ***Penalties for Cheating & Plagiarism:***

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University Website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

<b>Missed Exams &amp; Quizzes:</b>	Will receive a grade of '0' unless <b>PRIOR</b> arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. <b>A doctor's certificate, or other proof supporting the reason for the absence, may be required.</b>
<b>English Usage:</b>	All assignments are marked for correct English usage, proofreading and formatting, <b>up to a maximum of 15% of the total mark for that assignment.</b>
<b>Assignments:</b>	Homework assignments are due at the <b>start of class</b> on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.
<b>Programmable Tools:</b>	The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.
<b>Incomplete Grades:</b>	Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.
<b>Copyright Policy:</b>	Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.
<b>Emergency Procedures:</b>	Students are required to familiarize themselves with emergency procedures posted in the classroom.

#### **COURSE POLICIES:**

- **Use of Electronics:** For this class, please turn cell phones to silent. A laptop is permitted for note taking and is required for some in-class group work. Please bring it with you.
- **Punctuality** is expected: classes are short, the doors automatically lock, and it is disruptive to the class to have students showing up late. Lateness will affect your participation & professionalism grade. Late students may not be admitted into class until it is convenient for the instructor to let the student in.
- **Come prepared:** Complete your homework assignments and your readings regularly. All material in the textbook is examinable, and tests are cumulative.
- **Actively participate:** you should ask thoughtful questions, and contribute to discussions with examples and facts to back up personal opinions (do your homework, apply concepts to your own experiences).
- **Show respect for others:** by not talking or interrupting when someone is talking, listening so we don't have to waste class time repeating, and please use appropriate language during all conversations and correspondence.
- **Show appreciation to our guest speakers:** for sharing their insights and experiences with us on their own time and at their own expense.
- **Missed classes:** If you are absent for a class, please consult with a classmate about anything you might have missed. Do not ask the instructor for handouts.
- **Three before me rule:** In order to ensure that you are sourcing out information and ensuring your own success in this course. Before you ask me any questions regarding assignments, test or materials you are to source three other avenues to find the information.
- **Keep on top of things:** please check your Capilano email account **daily**, as well as your Moodle site.

