



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2020	COURSE NO: TOUR 111	
INSTRUCTOR:	COURSE TITLE: Tourism & Hospitality Management: A Global Network	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES

None

CALENDAR DESCRIPTION

Tourism and hospitality have been experiencing global growth and are one of the fastest growing economic sectors. Students will explore the current industry theory and application while discovering its interrelationship in global tourism, its economic, social, environmental and cultural impacts. Students are introduced to the history, common vocabulary, guest motivators, destination planning, evolving issues and trends that impact the industry including Indigenous tourism, technology and community-based tourism.

COURSE NOTE

TOUR 111 is an approved Self and Society course for Cap Core requirements.

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.

REQUIRED TEXTS AND/OR RESOURCES

Readings and/or textbook required. Indigenous resources relevant to the region.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. Describe the tourism sectors and their interrelationship within a global tourism industry
2. Define common vocabulary and concepts used within the field of tourism management
3. Explain the history of travel and tourism

4. Describe the role of tourism organizations within a local, regional and global context.
5. Identify evolving issues and trends that impact the tourism industry including technology and the move towards sustainable travel.
6. Describe approaches taken to strengthen and increase the number of Indigenous tourism businesses
7. Assess the impact of tourism as a worldwide economic, environmental, cultural and social force.

Students who complete this Self and Society course will be able to do the following:

1. Identify potential root causes of local/global problems and how they affect local/global cultures, economies, politics, and policies
2. Assess and evaluate individual and collective responsibilities within a diverse and interconnected global society.
3. Apply concepts of sustainable development to address sustainability challenges in a global context.
4. Explain how contexts (e.g. cultural, historical, colonial, economic, technological) shape identity formation and social structures.

COURSE CONTENT

Week	Topic	Assignments/Readings
1	Global tourism and hospitality Tourism and hospitality networks: global/local	
2	Focus on technology in tourism Tourism Theory: guest motivation	
3	Tourism Theory: destination planning & development	Activity- Destination Dvlpt
4	Focus on Indigenous tourism	Field Trip/Guest Speaker
5	Tourism Sector: transportation Issues & Trends: authentic experiences	
6	Tourism Sector: accommodation Issues & Trends: the sharing economy/emerging topic	
7	Assessment week	
8	Tourism Sector: recreation and entertainment Issues & Trends: the conscious traveller/emerging topic	
9	Tourism Sector: recreation and entertainment Issues & Trends: guest speaker	
10	Tourism Sector: recreation and entertainment Issues & Trends: personalization/emerging topic	Case study/journal
10	Tourism Sector: food & beverage Issues & Trends: the rise of the 'foodie'/emerging topic	Videos/case study/social media
11	Tourism Sector: Travel Services Issues & Trends: travel agents/OTA's/emerging topic	
12	The future of tourism & hospitality	
13	Course review Presentations	
14-15	Final Exam Period	

EVALUATION PROFILE

Assessment	% of Final Grade
Assignments*	40% - 80%
Participation & Professionalism	0% - 10%
Quizzes/Midterm/Final*	20% - 50%
Total	100%

*This consists of several smaller assignments. No one assignment will be valued at more than 30% of the final grade

Participation

Participation grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due on the due date listed unless otherwise noted in the course syllabus. If you anticipate handing in an assignment late, please consult with your instructor beforehand. See course syllabus for penalties associated with late assignments.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Rescheduling will not be allowed for reasons such as holidays or work conflict, nor shall re-scheduling be possible after exams have been graded and returned. Please consult with your instructor. Final exams are to be written on the date and time scheduled

Attendance

Students are expected to attend all classes and associated activities. In the event of an emergency/unforeseen circumstances the student must notify the instructor by email. See course syllabus for penalties associated with missed attendance.

<https://www.capilanou.ca/media/capilanouca/about-capu/governance/policies-amp-procedures/senate-policies-amp-procedures/S1990-01-Attendance.pdf>

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments, up to a maximum of 15% of the total mark for that assignment.

Students are encouraged to utilize the resources available via the Learning Commons located on the main floor of the Library Building (Writing Centre, English Language Support, Math Learning Centre)

<https://www.capilanou.ca/student-life/academic-support/learning-commons/>

Electronic Devices

Students may use electronic devices during class for note-taking only unless otherwise indicated by the instructor in the course syllabus or course eLearn site.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

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

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OPERATIONAL DETAILS

See course syllabus