

Business Administration

Course Number:

Professors

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Learning Outcomes

Upon completion of this course students will be able to

discuss the structure, current trends and importance of the eight sectors of the tourism industry.

understand the basic concepts of travel by addressing the common components of tourism such as the theories of travel, travel motivations and tourism planning and development.

evaluate the tourism industry's economic, environmental and cultural impact.

investigate the various organizations and associations related to the tourism industry.

discuss key issues facing the future of the tourism industry both in Canada and around the world.

Course Objectives

This course will cover the following content:

See weekly schedule

Course Schedule

Week of:		Wednesday Jan 3 Classes Begin Monday Feb 12 Family Day – <i>no classes</i> Tuesday Feb 13 to Feb 16 Mid-semester Study Break – <i>no classes</i> Friday Mar 30 to Monday April 2 Easter – <i>no classes</i> Thursday Apr 12 Last Day of Regularly-scheduled Classes	
Jan	3-5	Course Introduction <u>History and Overview</u>	Ch 1
	8-12	<u>Transportation</u> <u>Accommodation</u>	Ch 2 Ch 3
	15-19	<u>Food and Beverage Services</u> One Page Essay 1: Freedoms of the Air Due	Ch 4

