

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.

David Rubadeau

Professor

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Learning Outcomes

Upon completion of this course students will be able to:

- x Identify and assess 10 major trends or forces that impact tourism and hospitality industry.
- x Define the size and scope of the tourism and hospitality industry and its many complexities.
- x Examine industry sector trends and implications for the future.
- x Describe the challenges facing the key tourism industry sectors.
- x Analyze global risk intelligence forecasts and extract their potential impact on tourism and hospitality sectors.
- x Analyze and evaluate possible solutions to issues facing the tourism and hospitality industry.
- x Employ the Delphi Method survey methodology in forecasting.

Course Objectives

This course will cover the following content including:

- x The current state of trends identification in the tourism and hospitality industry.
- x Internal factors that impact future trends including products, services, and support systems.
- x External factors that impact future trends including social, political, and economic trends.
- x Particular attention will be given to key environmental elements that impact future trends including 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

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| Assignment 1 – individual baseline Top 10 Trends List | 5% |
| Assignment 2 – group researched Top 10 Trends List | 20% |
| Assignment 3 – individual selected trend/s annotated bibliography | 35% |
| Assignment 4 – individual comparative trends secondary research paper | 35% |
| Assignment 5 – individual retrospective Top 10 Trends List | 5% |
| Total | 100% |

Course Schedule

| Date | | Topic | Textbook |
|-----------------|----|--|----------|
| 2023 Week of | | Monday January 9 th , First day of class Monday February 20 th , Statutory Holiday (no classes) February 21 st thru 24 th , Mid-semester study break (no classes) Friday April 7 th and Monday April 10 th , Statutory Holidays (no classes) Friday April 14 th , Last day of class | |
| Jan | 13 | Introduction; The Delphi Method; Reading List; Group Formation | |
| | 20 | Discussion: Future Scenarios; Macroglobal Trends Assignment 1: Individual Baseline Top 10 Trends Lists (5%) | |

