

COURSE CODE: TOUR 200

COURSE TITLE: Tourism Sector Study

Calendar Description

The tourism sector study course integrates academic learning with real world tourism sector experiences. Students will propose and execute a structured tourism study plan. These tourism sector studies provide the medium to explore, analyze, and integrate their prior learning with sector experiences related to the role and influence of business practices in the sector. Students will demonstrate their understanding of the principles and practices required to support the success and sustainability of businesses in the tourism sector.

Prerequisite(s) : BUAD 123, CMNS 112 and TOUR 105 or BUAD 115 or BUAD 206 and second year standing in the Tourism Management Diploma.

Co-requisite(s): None

Prerequisite For: None

Substitutable Courses: None

Graduation Requirement: Tourism Management Diploma - Required

Transfer Credit: N/A

Special Notes: Students must propose a tourism sector study that meets the requirements of the course that is deemed suitable by their faculty advisor.

Credits: 6

Hours per Week: 6

Originally Developed: 2018

EDCO Approval:

CHAIR'S APPROVAL:

Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	Assess the influence and impact of management practices on the success of tourism sector businesses
2	Identify managerial challenges, causes, and potential solutions in the tourism sector.
3	Describe how tourism management concepts from prior learning are put into practice in the tourism sector.
4	Discuss the impact of public policy on tourism management practices in the tourism sector.
5	Identify and explain the importance of professionalism with sector practitioners and businesses using terminology, language, written formats typical within the tourism industry.
6	Demonstrate their ability to network within the local and global tourism community through the development of interpersonal relationship skills.

Course Objectives

Objectives	This course will cover the following content: See weekly course schedule below
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Professors

Name	Phone Number	Office	Email
Tania Rutt (Course Captain)	ext. 6373		trutt@okanagan.bc.ca

Evaluation Procedure

Weekly reflective journals and participation in discussion forums	15 %
Weekly meetings with Professor	10 %
Assignment 1: Inventory of Tourism Management Practices	15 %
Assignment 2: The role and impact of Tourism Management Practices in Business and the Environment	15 %
Assignment 3: Assess the Impact of Policy on Tourism Management Practices with community stakeholders	15 %
Final Paper	30 %
Total	100 %

Notes

Tuition Fees

Students are required to pay fees equivalent to 6 credit academic tuition.

Tourism Sector Study

Students are required to develop a suitable Tourism Sector Study plan in conjunction with the professor.

The study plan will identify a variety of tourism sector experiences that will allow students to integrate their learning with real world experiences. The proposed experiences will determine how best they will be incorporated into the study plan, so as to meet course outcomes.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2024 Week of:		Monday, May 13, First day of class Friday, May 17, Last day to register for Summer Session I 2024 Wednesday, May 29, Last day to withdraw from class without academic penalty Friday, June 21 – July 8 break between Session I and Session II Friday August 16 – last day of class	Chapter(s):
May	13	Weekly Meeting with Professor	
	20	Weekly Meeting with Professor, Weekly Experience Journal due Sunday 23:59 Tourism Sector Study Plan due	
	27	Weekly Meeting with Professor, Weekly Experience Journal due Sunday 23:59	
June	3	Weekly Meeting with Professor, Weekly Experience Journal due Sunday 23:59 Assignment 1 due	
	10	Weekly Meeting with Professor, Weekly Experience Journal due Sunday 23:59	
	17	Weekly Meeting with Professor, Weekly Experience Journal due Sunday 23:59	
July	8	Weekly Meeting with Professor, Weekly Experience Journal due Sunday 23:59	
	15	Weekly Meeting with Professor, Weekly Experience Journal due Sunday 23:59 Assignment 2 due	
	22	Weekly Meeting with Professor, Weekly Experience Journal due Sunday 23:59	
	29	Weekly Meeting with Professor, Weekly Experience Journal due Sunday 23:59 Assignment 3 due	
Aug	5	Weekly Meeting with Professor, Weekly Experience Journal due Sunday 23:59	
	12	Presentation and Final Report due	

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 (/)5 5 TDo72 Td(S)2o Td(S)2o TdS/is oingr