



ATBO-208 – Cross Cultural Tourism

Business

Effective Term & Year: Fall 2023

Course Outline Review Date: 2028-03-01

Program Area: Tourism, Recreation, & Hospitality

Description:

This course is aimed at increasing awareness and sensitivity towards your own and other cultures. In an engaging and experiential setting, you become aware of the complex dynamics of cultural tourism and develop a base of skills and knowledge needed to facilitate cross-cultural adventure tourism in ways that are culturally-relevant and empowering. You also develop cross-cultural communication and conflict resolution skills as you explore issues related to the preservation of culture and heritage. Overall, you gain a critical perspective of the economic, cultural and environmental impacts and opportunities associated with this unique niche of adventure tourism.

Program Information:

This course is a required course of the Adventure Tourism Business Operations Diploma program. It is typically taken in the second year of ATBO studies.

Delivery Methods: On-campus (Face-to-Face), Practicum

Credit Type: College of the Rockies Credits

Credits: 3

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	30
Seminar/Tutorials	6
Laboratory/Studio	

Practicum/Field Experience	9
Co-op/Work Experience	
Other	
Total	45

Course Requisites:

None

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment Services office.

Textbook Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

A variety of readings will be used in class.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

- demonstrate an understanding of cultural diversity and protocols of respect particularly as they impact (create barriers for) tourism activities;
- describe and compare global travel trends based on evolving cultural imperatives;
- celebrate cultural differences, welcome diverse range of customers, effective communication across cultures and interfacing with ones community;
- describe and explain impacts of ethnocentrism, prejudice, racism, stereotypes, internationalization, indigenization, globalization, culture shock and cultural sensitivity;
- assess cross-cultural problems and conflicts in the workplace and utilize culturally specific problem-solving strategies to resolve these;
- describe how knowledge of various cultural dimensions such as power, individualism, and gender assist with understanding client needs and behaviours;
- develop communication approaches that acknowledge culturally variable learning styles;
- apply knowledge of cultural expectations, practices, and cross-cultural communication skills in the provision of tourism services;
- describe and explain the differences between culturally renewing and culturally diminishing tourism activities;
- demonstrate an understanding of and be capable of designing culturally sensitive tourism products;
- design a culturally sensitive tourism activity; and
- identify Canadian organizations and legislation contributing to cultural sensitivity.

Course Topics:

- Introduction
- Issues in Cross-cultural Relations
- Cross-cultural Effectiveness in Tourism
- Global Cross-cultural Tour Operators
- Cultural Tourism – From Items to Products/Services
- Managing Cultural Tourism

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

Evaluation and Assessments

Assessment Type: On-Campus (face-to-face)

Assessment Type	% of Total Grade
Quizzes/Mini Assignments	20%

Assignment #1	10%
Assignment #2	15%
Assignment #3	25%
Mid-Term Exam	15%
Final Exam	15%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Pass requirements: None

Evaluation Notes: A grade of “D” grants credit, but may not be sufficient as a prerequisite for sequential courses.

Evaluation Notes Comments:

Please see the instructor’s syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments, and use of electronic aids.

Note: Regular attendance is expected. Absence for more than three classes results in one grade loss for the final mark. Late assignments will lose 10% for each calendar day.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a “0” on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Equivalent Course(s) and Course Code Changes

Equivalent Course: Students who have received COTR credit for ATBO 208 may not receive additional credit for COMC 253.

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.