



## TOUR-111 – Introduction to Tourism

### Business

**Effective Term & Year:** Fall 2022

**Course Outline Review Date:** 2026-04-01

**Program Area:** Tourism, Recreation, & Hospitality

#### Description:

This course is an introduction to the tourism industry and explores its role in the economy. The eight sectors of the tourism industry are examined and factors that have affected the industry are analyzed. Students gain skills to understand the necessary components for tourism development and investigate career paths and consider potential opportunities in this exciting field.

#### Program Information:

This is a required course for the Tourism Management Certificate/Diploma program.

**Delivery Methods:** On-campus (Face-to-Face), Online

**Credit Type:** College of the Rockies Credits

**Credits:** 3

**Course type/s:** Tourism and Recreation Management

#### Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	
Co-op/Work Experience	

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Other

Total	45
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**Course Requisites:**

- Earned a minimum grade of C+ (65%) in at least 1 of the following:
  - [ENST 12](#) – English Studies 12
  - [ENFP 12](#) – English First Peoples 12
  - [ENGL090](#) – English – Provincial Level

**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.

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**Course Transfer Credit:**

For information about receiving transfer credit for courses taken at other BC institutions, please see <http://www.bctransferguide.ca>. All requests for course transfer credit from institutions in BC or elsewhere should go to the College of the Rockies Enrollment Services office.

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**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:

Nickerson, Kerr & Murray (2014). *Snapshots: An Introduction to Tourism* (6th Canadian Edition) *Introduction to Tourism and Hospitality in BC*. Pearson: Toronto.

Westcott, M. (n.d.). Editor, *Introduction to Tourism and Hospitality in BC*.

*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.*

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## Learning Outcomes:

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

- define, understand and explore a variety of tourism terminology and concepts;
- describe the characteristics of tourism;
- define the interrelationship of the eight sectors of the industry and recognize the growth of different sectors;
- identify evolving issues and trends in the tourism industry and discuss their implications;
- identify travel motivators and travel generators;
- assess the impact of tourism as a world-wide economic, environmental, cultural, political and social force;
- describe the role and function of the professional, industrial and government organizations that impact tourism;
- describe how tourism functions at the local, provincial and national levels;
- explore personal attributes and abilities in the foundations developed in core courses in tourism to identify employment opportunities;
- identify career paths and sources of career path information in tourism;
- apply professional codes of ethics in tourism;
- Identify tourism-related products at local, provincial and national levels and describe their impacts;
- identify and discuss issues pertaining to inclusive and responsible tourism;
- discuss the role and structure of tourism-related regional, national and international associations;
- be aware of key transportation issues and how tourists travel into and around the province;
- identify key provincial tourism attractions and destinations;
- discuss how the unique geography of B.C. relates to tourism; and
- identify global issues that may impact sustainable tourism.

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## Course Topics:

- Introduction to Tourism
  - Understanding Tourism
  - The Canadian Tourism Product
  - Historical Avenues
  - Careers in Tourism
  - Associations and Organizations
  - Tourism Guests / Tourism Hosts
- Indigenous Tourism
  - Indigenous Tourism Operators
  - History of Indigenous Tourism
  - Indigenous Tourism Organizations
- Components of a Tourism Destination
  - Tourism Planning

- Tourism Development
- Provincial Tourism Planning
- Components of Tourism
  - Transportation
  - Accommodations
  - Food and Beverage
  - Attractions
  - Events and Conferences
  - Adventure Tourism and Recreation
  - Travel Trade
  - Tourism Services
- The Future of Tourism
  - The Growth of Tourism
  - Issues Raising Concern in the Industry
  - Trends and Challenges for the Tourism Industry
  - Global Concerns
  - Climate Change

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

## Evaluation and Assessments

**Assessment Type: On-Campus (face-to-face) and Online, or Hybrid**

Assessment Type	% of Total Grade
Bi-weekly Assignments (5 @ 5% each)	25%
Bi-weekly Discussions (5 @ 5% each)	25%
Career Exploration Assignment	30%
Unit Exams (2 @ 10% each)	20%
<b>Total</b>	<b>100%</b>

## 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:** Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses.

**Evaluation Notes Comments:**

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

### **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.

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### **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
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### **Equivalent Course(s) and Course Code Changes**

Equivalent Course: Students who have received COTR credit for TOUR 111 may not receive additional credit for ATBO 101.

Prior Course Code: TOMA 111 >> TRMP 111 >> TOUR 111

Date changed: September 2018

### **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.