



## TOUR-111 – Introduction to Tourism

### Business

**Effective Term & Year:** Fall 2023

**Course Outline Review Date:** 2028-03-01

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

#### Description:

This course is an introduction to the tourism industry where students gain skills to understand the necessary components for tourism development and explore the tourism industry's role in the economy. The sectors of the tourism industry are examined and factors that affect the industry are analyzed. This course offers the opportunity for students to 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 and will be of interest as an elective for students in business management.

**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	
Other	
<b>Total</b>	<b>45</b>

### 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.

### 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:

Westcott, M. (n.d.). Editor, Introduction to Tourism and Hospitality in BC. (2nd Edition).

*Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> 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

- Explain how the various theories, approaches and sectors of the Tourism Industry work together;
  - Assess the impact and potential of tourism as a world-wide economic, environmental, cultural, political and social force;
  - Identify evolving issues and trends in the tourism industry and discuss their implications;
  - Describe the role and function of the professional, industrial and government organizations that impact tourism at the National, Provincial, Regional and Community levels Internationally and within Canada; and
  - Discuss the interrelationship between reconciliation and Indigenous Tourism in Canada. Identify personal attributes and critically reflect on personal goals to research appropriate career paths within the industry
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## Course Topics:

- Introduction to Tourism
  - o Understanding the Tourism Context
  - o The BC & Canadian Tourism Product
  - o Careers in Tourism
  - o Associations and Organizations
  - o Tourism Guests & Hosts
    - Indigenous Tourism
  - o Indigenous Tourism Operations & Organizations
  - o History of Indigenous Tourism
  - o Reconciliation
    - Components of a Tourism Destination
  - o Tourism Planning
  - o Tourism Development
  - o Destination Lifecycle
  - o Approaches to Sustainable Development

- Tourism Sectors
  - o Transportation
  - o Accommodations
  - o Food and Beverage
  - o Events and Attractions
  - o Adventure Tourism and Recreation
  - o Travel Trade/Travel Services
  - o Tourism Services
    - The Future of Tourism
  - o Technology in Tourism
  - o Sustainable Development
  - o Trends and Challenges for the Tourism Industry

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
Assignments (6 @ 5% each)	30%
Participation & Reflection	15%
Major Assignment	20%
Midterm	15%
Final Exam	20%
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:** Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses.

### **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.