



TOUR-111 – Introduction to Tourism

Business

Effective Term & Year: Fall 2025
Course Outline Review Date: 2030-03-01

Program Area: Tourism, Recreation, & Hospitality

Description:

This course is an introduction to the tourism industry. Students are introduced to the history, guest motivations, vocabulary, destination planning, and the sectors that make up this dynamic industry. Students will explore role of the industry in the economy along with social, environmental, and cultural impacts. Throughout the course students will learn about the career opportunities available and the skills required to meet the demands of today's travellers.

Program Information:

This course is required for the Tourism Management Program and will be of interest as an elective for students in the BBA Program, qualifying as a 100-level business elective. This course also qualifies as an elective in any of the Business Program's Diplomas.

Delivery Methods: Hybrid – On-campus (Face-to-Face) and 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	
Total	45

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

Prior Learning and Recognition: Yes

Students are able to request formal recognition of their prior learning or experience outside the classroom. Challenge examination, portfolio-assisted assessment, work-based assessment or a combination of assessments that is appropriate to identify, assess, and recognize prior skills, competencies, and knowledge to achieve course credit. Tuition fees apply, refer to [Policy 2.5.5 Prior Learning Assessment and Recognition \(PLAR\)](#) or 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.

Learning Outcomes:

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

- explain how the various theories, approaches and sectors of the 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 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;
- discuss the interrelationship between reconciliation and Indigenous Tourism in Canada; and
- identify personal attributes reflecting on personal interests to research career paths within the industry.

Course Topics:

- Introduction to the Global Industry of Tourism
- The Tourism Sectors
- Components of a Tourism Destination
- Indigenous Tourism
- The Future of Tourism & Hospitality
- Trends and Challenges for the 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	35%
Participation & Reflection	10%
Major Assignment	15%
Midterm	20%
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

Evaluation Notes Comments:

Students who have received COTR credit for ATBO 101 may not receive additional credit for TOUR 111

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 2.1.4 Course Audit
- Policy 2.4.1 Credential Framework
- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Rights, Responsibilities and Conduct
- Policy 2.4.8 Academic Performance
- Policy 2.4.9 Student Feedback and Concerns
- Policy 2.4.11 Storage of Academic Works
- Policy 2.5.3 Student Appeal
- Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR)

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.