



TOUR-180 – Contemporary Topics in Tourism

Business

Effective Term & Year: Winter 2026
Course Outline Review Date: 2031-09-01

Program Area: Tourism, Recreation, & Hospitality

Description:

This course will deepen students' awareness and understanding of global issues linked to sustainable tourism and destination management. Through an exploration of current events and thematic trends, learners will develop a deeper appreciation of how significant and transformative global forces are in influencing the tourism industry. The course will critically examine how sustainable destinations pragmatically manage key issues and trends.

Program Information:

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

Delivery Methods: On-campus (Face-to-Face), Online, Hybrid – On-campus (Face-to-Face) and Online

Credit Type: College of the Rockies Credits

Credits: 3

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:

None

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 Enrollment Service office.

Textbook Resources:

A resource package will be available to students.

Learning Outcomes:

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

- analyze the impacts, underlying causes and effects of contemporary global issues to the

tourism industry;

- evaluate how cooperative management of destinations and governance impacts destination development, policies and traveler safety;
- critique and analyze how technology is changing consumer behaviour and tourism supply chains;
- apply sustainable development concepts to address destination impacts; and
- explain how worldview and contexts (e.g. cultural, historical, colonial, and economic) shape identities and social structures of hosts and guests.

Course Topics:

- Overtourism
- Resiliency in Relation to Global and Regional Factors
- Cross-Cultural and Societal Issues
- Sustainable and Economic Development
- Marketing Ethics
- Travel Behaviour
- Technological Trends and Impacts

Evaluation and Assessments

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

Assessment Type	% of Total Grade
Assignments	40
Participation & Professionalism	10
Unit Exams	30
Final Project	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: A grade of “D” grants credit, but may not be sufficient as a prerequisite for sequential 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.

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)
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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.