





**Learning Activities**

These in-class activities are intended to incentivize your active and thoughtful preparation/ participation. They will be assessed as fully meets expectations/full marks, partially meets expectations/half marks, does not submit/no marks.

**Short Written Assignments (3)**

These assignments of 400-500 words are designed to improve your critical thinking skills and your analytical writing abilities. Peer sharing and response will also be part of these written exercises.

**Group Project**

Groups of approximately 4 will choose from a selection of tourism cases that illustrate course concepts.

The project has 3 parts:

- x written one-pager that highlights key concepts in the selected tourism case
- x 15-minute presentation
- x activity facilitation

**Exams**

Exams will be any combination of multiple choice, true and false, short answer and short essay questions. Class sessions, readings and assignment activities are eligible material for the exams. One 8 1/2x11 double-sided sheet of handwritten notes will be allowed during the exams and will be collected after the exam. Final Exams are scheduled by the Registrar's Office and the schedule will be released later in the term.

**YOU MUST ACHIEVE A PASSING AVERAGE BETWEEN THE MIDTERM EXAM AND THE FINAL EXAM TO RECEIVE CREDIT IN THE COURSE**

**Submission Policy**

All deliverables must be submitted via the appropriate Moodle dropbox on or before the due date unless an extension is approved in advance. Late submissions will receive a mark deduction penalty, as determined by the professor.

**Required Texts/Resources**

Capilano University (2020).

M. Wescott, Ed.

This Open Source Book can be downloaded for free from: <http://opentextbc.ca/introtourism/>

Students are required to read the relevant textbook chapter and reading material posted in Moodle before the start of each class. It will be the basis for in-class discussion, and we will also look beyond BC's borders.

**Course Schedule:** This is a guideline only. It is subject to change by the professor.  
 BUAD 115 - Section 001 (cross-listed as TOUR 105).

Date		Topic	Textbook
2023 Week of		Monday January 9 <sup>th</sup> , First day of class Monday February 20 <sup>th</sup> , Statutory Holiday (no classes) February 21 <sup>st</sup> thru 24 <sup>th</sup> , Mid-semester study break (no classes) Friday April 7 <sup>th</sup> and Monday April 10 <sup>th</sup> , Statutory Holidays (no classes) Friday April 14 <sup>th</sup> , Last day of class	
Jan	10	Who are we? Why are we here? Kicking off TOUR 105 / BUAD 115	
	12	Introduction, History, and Overview	Chapter 1
	17	Transportation	Chapter 2
	19	Accommodation	Chapter 3
	24	Food and Beverage Services Written assignment #1 – Due Jan 26 (10%)	Chapter 4
	26	Adventure and Recreation	Chapter 5
	31	Entertainment Attractions	Chapter 6
Feb	2	Events, Conferences, and the Travel Trade	
	7	Travel Services Written assignment #2 – Due Feb 9 (10%)	Chapter 7
	9	Group Project Assignments Start	
	14	Services Marketing	Chapter 8
	16	Services Marketing	Chapter 8
	21	MID-SEMESTER STUDY BREAK	
	23	MID-SEMESTER STUDY BREAK	
	28	Customer Service	Chapter 9
Mar	2	Customer Service	Chapter 9
	7	MidTerm Exam (20%)	
	9	Group Project Presentations (15%)	
	14	Group Project Presentations (15%)	
	16	Group Project Presentations (15%)	
	21	Environmental Stewardship and Sustainability	Chapter 10

	23	Environmental Stewardship and Sustainability	Chapter 10
	28	Risk Management and Legal Liability Written assignment #3 – Due Mar 30 (10%)	Chapter 11
	30	Careers and Work Experience	Chapter 13
Apr	4	Aboriginal and Indigenous Tourism	Chapter 12
	6	Aboriginal and Indigenous Tourism	Chapter 12
	11	Back to the Big Picture – Globalization and Trends	Chapter 14
	13	Course recap and finals prep	
	TBD	Final Exam (5%)	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

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