



# COURSE OUTLINE

**Please save a copy onto your computer before filling in the form**

**Course Name:** Introduction to Tourism

**Department Head/Coordinator:** Michael Tittel

**Effective Date:** September 2014

<b>School or Centre:</b>		<b>Department:</b>	
School of Hospitality and Business		Hospitality Management Diploma	
<b>Course History:</b>		<b>Year of Study:</b>	
Revised Course		1st Year Post-secondary	
<b>Name of Replacing Course (if applicable):</b>	HOSP 1108	<b>Course Number:</b>	HOSP 1310
		<b>Number of Credits:</b>	3.0

**Course Pre-requisites (if applicable):**

**Course Co-requisites (if applicable):**

**PLAR (Prior Learning Assessment & Recognition)**

No  Yes (details below):

To learn more about the PLAR pathways for this course review the Hospitality Management Diploma Program Content Guide.

**Course Description:**

This course provides an introduction to the business of tourism and its development and growth in British Columbia. Students explore the relationship between various sectors of the tourism industry and current local and international trends to understand the importance of marketing tourism to specific target audiences. Students also study the organization of the industry along with the economic, cultural, environmental and social impacts tourism has globally.

**Note to instructors:** An instructional strategy is an approach that an instructor uses to achieve the learning outcomes (e.g., lecture, case study, video, group work).

### **Instructional Strategies:**

Lectures, small and large group discussions, case studies, presentations, field trips, guest speakers, group and individual assignments/projects.

### **Course Learning Outcomes:**

Successful students will be able to:

1. Describe tourism sectors and their relationship within the industry.
2. Describe the historical evolution of tourism.
3. Compare and contrast the six tourism regions of British Columbia.
4. Analyze travel behaviour and marketing influences.
5. Describe the economic impact of tourism on a region, the province and the country.
6. Analyze the importance of tourism to Vancouver, British Columbia and Canada.
7. Analyze the trends in international travel to region and Canada.

### **Program Learning Outcomes:**

Upon successful completion of the Hospitality Management Diploma, students will be able to:

1. Communicate effectively as hospitality professionals.
2. Demonstrate leadership competencies in the hospitality sector.
3. Evaluate financial information and financial implications related to business decisions to support the goals of a hospitality enterprise.
4. Act in an ethical manner and practice within the legal framework of the industry.
5. Provide responsible and professional food and beverage services.
6. Supervise front-of-the house and back-of-the house hotel and restaurant operations.
7. Manage basic human relations issues within a hospitality setting.
8. Prepare the basis for a marketing plan and communication strategy.
9. Analyze emerging hospitality industry trends and innovations.
10. Describe the role and scope of the tourism industry, the stakeholders, the five sectors of the industry and their economic impact.
11. Employ sustainability decision-making and practices in their work as hospitality professionals.
12. Apply the theoretical principles and practices of guest and customer services in a hospitality setting.
13. Apply critical thinking and problem solving techniques to make sound management decisions and recommendations.

**Evaluation/Grading System** *(Click on drop down box arrows to see list of options)*

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		D (50%)

**Components and Weighting of the Assessment/Evaluation Plan:** *(Click on drop down box arrows to see list of options)*

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Assignments	8	Homework, quizzes and worksheets
Participation	12	Professionalism and participation
Quizzes/Tests	30	Three Chapter quizzes at 10% each
Project	20	Team Project and Presentation
Final Exam	30	
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<b>Total</b>		<b>100</b>

**Learning Environment/Type** *(Select all that are used within the course)*

Instruction Type	Hours Per Instruction Type	Comments
L - Classroom	45	
<b>Enter Total Hours</b>	<b>45</b>	

**Resource Material(s):**

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

**Course Topics and Sequence Covered:**

1. History of tourism
2. Tourism terms and definitions
3. Tourism organizations
4. The 8 sectors of tourism (UNWTO - World Tourism Organization)
5. The 5 sectors of tourism (NAICS - North American Industry Classification System)
6. Tourism motivators and marketing concepts
7. The economic impact of tourism
8. Positive and negative impact of tourism in Canada
9. The 6 regions in British Columbia
10. Tourism trends and challenges

## **VCC Education and Education Support Policies**

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about-vcc/policies/index.cfm>

To find out how this course transfers, visit the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca).

### **FOR COMMITTEE USE ONLY**

<b>Date Approved by Education Council:</b>		<b>Date Approved by VCC Board (if applicable):</b>	
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