

# GRANDE PRAIRIE REGIONAL COLLEGE

## Business Administration

### BA 2900 INTRODUCTION TO TOURISM

3 (3-0-0) UT 45 Hours  
Winter 2005

|                      |  |                |  |
|----------------------|--|----------------|--|
| <b>Instructor:</b>   | <b>Barbara Chen</b>  | <b>Phone:</b>  | <b>539-2971</b>  |
| <b>Office:</b>       | <b>C301</b>  | <b>E-mail:</b> | <a href="mailto:bchen@gprc.ab.ca">bchen@gprc.ab.ca</a> |
| <b>Office Hours:</b> | <b>Wednesdays: 1:00-2:00 and 4:00-6:00;<br/>by appointment; on a drop-in basis if I am free.</b> |                |  |

#### **COURSE DESCRIPTION:**

This course provides a survey of the tourism and hospitality industry. Topics covered in the course include traveler motivation, the tourism host, events and conferences, accommodation, food and beverage, transportation, the travel trade, tourism services and world geography.

#### **REQUIRED TEXTS:**

Nickerson, N.P., & Kerr, P. (2004.) *Snapshots: An introduction to tourism* (3<sup>rd</sup> Canadian ed.) Toronto ON: Pearson Prentice Hall.

#### **COURSE FORMAT:**

BA 2900 consists of three hours of instructional time each week. The course work includes lectures, class discussions, group work, in-class exercises, student presentations, videos, and guest speakers.

#### **COURSE OBJECTIVES:**

- To acquaint students with terminology and fundamental concepts of tourism and hospitality
- To help students appreciate the importance of the tourism and hospitality industry within the local, regional, national, and international economies
- To help students understand how the different areas of tourism and hospitality interrelate
- To help students understand how planning, research, marketing and funding affect the industry
- To further develop students' verbal and written communication skills.

**PREREQUISITE:** None

#### **TRANSFERABILITY:**

This course qualifies for transfer towards a Bachelor of Management degree at the University of Lethbridge. It is the student's responsibility to check with any receiving university or institution for confirmation of acceptance.

## COURSE EVALUATION;

|                          |             |
|--------------------------|-------------|
| Attendance/Participation | 10%         |
| Quizzes                  | 40%         |
| Marketing Plan*          | 30%         |
| Research Paper*          | 20%         |
| <b>TOTAL</b>             | <b>100%</b> |

### *Attendance/Participation:*

To gain the most benefit from this course, regular attendance and active participation is strongly advised. It should be remembered by all students that missing one evening class is equivalent to missing a week of daytime classes.

### *Quizzes:*

There will be four quizzes valued at 10% each. Each quiz will cover the chapters of the text as well as information from other readings, videos, guest speakers, or additional material presented in class.

### *Marketing Plan:*

Each student will choose an area of tourism (e.g., bed & breakfast, hotel/motel, restaurant, ecotourism) and prepare and present a marketing plan to the class.

### *Research Paper:*

Each student will investigate two occupations in the tourism industry. After gathering information on such topics as job profiles, wages, education & training, potential for employment, and personal reaction/feelings towards each occupation, a written report will be submitted.

**\*NOTE: In order to pass BA 2900, the Marketing Plan and Research Paper must be completed.**

## GRADING:

GPRC uses the alpha grading system. Letter grades will be converted to a 4-point equivalence for the calculation of grade point averages. (See page 33 in the 2004/05 GPRC Calendar for more information).

| PERCENTAGE | ALPHA GRADE | 4-POINT EQUIV. |
|------------|-------------|----------------|
| 90 – 100%  | A+          | 4.0            |
| 85 – 89%   | A           | 4.0            |
| 80 – 84%   | A-          | 3.7            |
| 76 – 79%   | B+          | 3.3            |
| 73 – 75%   | B           | 3.0            |
| 70 – 72%   | B-          | 2.7            |
| 67 – 69%   | C+          | 2.3            |
| 64 – 66%   | C           | 2.0            |
| 60 – 63%   | C-          | 1.7            |
| 55 – 59%   | D+          | 1.3            |
| 50 – 54%   | D           | 1.0            |
| 0 – 49%    | F           | 0.0            |

## COURSE POLICIES:

All assignments must be word-processed or typewritten.

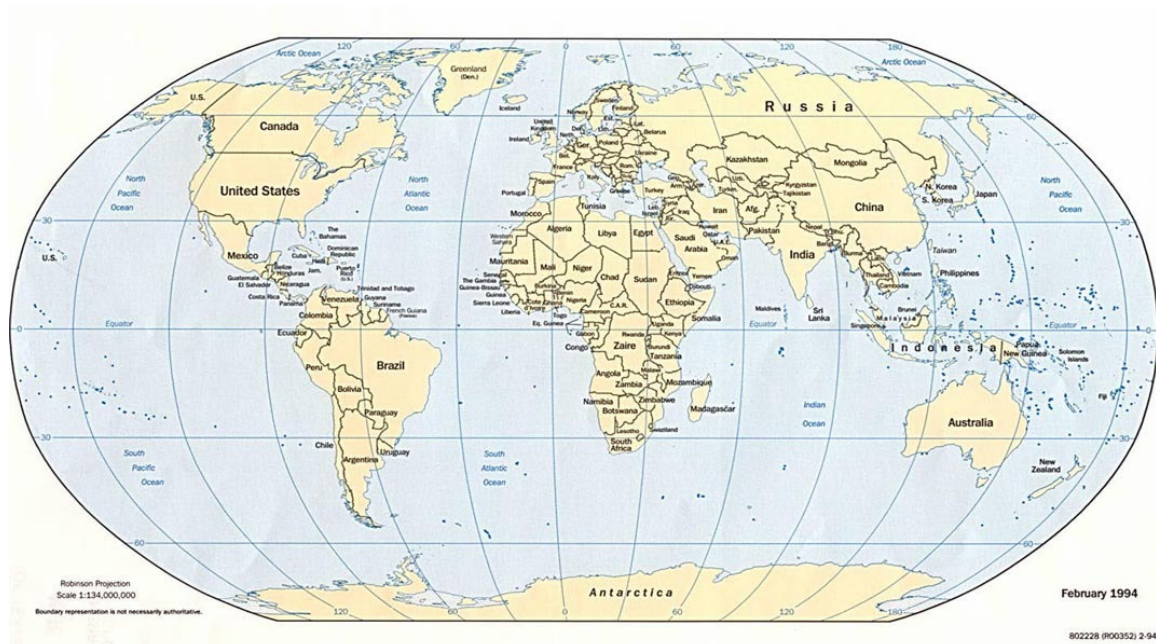
Students are required to save a copy of any written work submitted for marking.

Assignments are due on the dates set by the instructor. If there is a valid reason for an extension, it must be requested *prior* to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade. NOTE: An extension for the Research Paper will be granted only under extreme circumstances.

Regular attendance is critical to success in BA 2900. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete assigned readings, in-class work, and assigned homework.

If a student is unable to attend a quiz, the instructor must be advised *before* the quiz is administered. Voice mail or e-mail notification is fine. The quiz will then be written at a time that is convenient for both the instructor and the student. Failure to notify the instructor of an absence will result in a grade of 0 for that quiz.

It is expected that students will be welcoming and attentive to all guest speakers.



## BA 2900: INTRODUCTION TO TOURISM

### Tentative\* Course Schedule

Wednesdays, 6:00 – 8:50 p.m.  
Chapters refer to the textbook

|             |   |
|-------------|---|
| January 5   | Course Outline<br>Chapter 1: Understanding Tourism<br>Geography: Grande Prairie & The Peace Region  |
| January 12  | Chapter 2: Tourism Guests<br>Chapter 3: The Tourist Host<br>Geography: Canada   |
| January 19  | Chapter 4: Planning & Development<br>Geography: USA<br><b>Marketing Presentation: Area of Tourism submitted for approval</b>                      |
| January 26  | Chapter 5: The Transportation Sector<br>Central America & the Caribbean<br><b>Quiz 1: Unit 1 (Chapter 1 – 4) &amp; Geography</b>                  |
| February 2  | Chapter 6: The Accommodation Sector<br>Geography: Western Europe  |
| February 9  | Chapter 7: The Food & Beverage Sector<br>Geography: Eastern Europe & Russia   |
| February 16 | Chapter 8: The Attractions Sector<br>Geography: The Far East<br><b>Research Paper: Two occupations submitted for approval</b>                     |
| February 23 | No class. Winter Semester Break.  |
| March 2     | Chapter 9: The Events & Conference Sector<br>Geography: Southeast Asia & the Indian Subcontinent<br><b>Quiz 2: Chapters 5 – 8 &amp; Geography</b> |
| March 9     | Chapter 10: The Adventure Tourism & Outdoor<br>Recreation Sector<br>Geography: Australia & New Zealand  |
| March 16    | Chapter 11: The Travel Trade Sector<br>Chapter 12: The Tourism Services Sector<br>Geography: Africa   |
| March 23    | <b>Marketing Presentations</b><br><b>Quiz 3: Chapters 9 – 12 &amp; Geography</b>  |
| March 30    | <b>Marketing Presentations</b><br>Chapter 13: Challenges & the Future<br>Geography: The Middle East   |
| April 6     | <b>Marketing Presentations</b><br><b>Quiz 4: Chapter 13 &amp; Geography</b>   |
| April 13    | <b>Marketing Presentations</b><br><b>Research Paper due</b>   |

\* This schedule is subject to change without notice as it is understood that guest speakers will be scheduled at their availability.

**Students are expected to read the assigned chapters prior to the week in which that material will be discussed.**

### Other Important Dates:

**March 16:** BA Business Conference

**March 17:** Last day for withdrawing with permission

**April 16:** Final Examinations begin.