

*BA 2900 A3 Introduction to Tourism*

Course Outline Winter 2003

- Instructor:** Curt Farrell
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- Office Hours:** Wednesday, 1:00 - 2:30 p.m. & Friday, 8:30 - 10:00 p.m.  
Appointments are usually the best idea.
- Required Text:** Nickerson & Kerr, Snapshots: an introduction to tourism, (second canadian edition). Toronto: Pearson Education Canada Inc. (2001).

This text provides the bulk of material you will study for this course and will be used extensively. I may also provide you with handouts, articles, case studies, or other materials. These are to be read and prepared, as you would a textbook chapter. If in-class time is to be used effectively, it is strongly advised that you do any assigned reading prior to when it will be covered in class.

**Course Description:**

This course provides a survey of the tourism and hospitality industry. Specific topics may include, but will not be limited to traveler motivation, the tourism host, events and conferences, accommodation, food and beverage, transportation, the travel trade, and tourism services.

**Course Format:**

BA 2900 consists of 160 minutes of weekly instruction, on Monday, 6:00 - 8:50 p.m. The class-work will include a combination of lectures, class discussions, videos, group work, individual and group presentations, and case studies. Where appropriate, and when available, guest speakers, local examples, and local field trips will also be used.

**Course Objectives:**

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

**Prerequisite:** None

**University Transferability:**

Check with any receiving university or institution for confirmation of acceptance.

**Course Evaluation:**

The following components will determine your grade:

Class Participation	10%
Quizzes	40%
Interview & Presentation	30%
Group Project	20%

**Participation**

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class. Attendance and participation during Individual Project presentations will also be accounted for. I will monitor both your attendance and your ongoing, active and constructive contribution to the class's learning. Your Participation mark, worth 10% of your final grade, will reflect all these components.

**Quizzes**

There will be at least four quizzes. Each quiz will cover the chapters in the text, as well as any other readings, videos, guest speakers, or additional material relating to the subject matter. Each will consist of a variety of multiple choice and short answer questions, and will take approximately 60 minutes to complete. They will be written periodically throughout the course, at the beginning of the next class following completion of specific subject matter. Exact quiz dates will be announced the week prior to the quiz. Students arriving late for class will miss the opportunity to write the quiz, unless they are prepared to write it in the time remaining for that quiz. Exceptions may be made for properly documented absences (medical notes). These Quizzes represent 40% of your final grade.

**Interview and Presentation (Due March 31)**

This assignment requires you to do some research in the field and then come back and report to the class on what you learned and observed. This project will allow you to see how tourism theory does or does not apply to real life operations in and around the Grande Prairie area. You will interview a local tourist operator. You will make detailed notes during this interview, and subsequently, submit a detailed, typed summary and analysis of your discussion, observations, analysis, and comparison to the theory covered in class. The suggested details for this interview will be provided and discussed in class. You are also required to present this summary and analysis (approx. 20 minutes), to the rest of the class. Prior to Jan. 20, in order to avoid duplication, please submit for approval, your choice of tourist operator. Obviously, first submissions get first approval. The written paper itself will account for 1/3 of your project mark, and the presentation will account for 2/3 of your project mark. The entire Interview and Presentation will contribute 30% to your final grade.

**Group Project (Due April 14)**

In groups of two, you will write a term paper that applies the concepts and theories that you have learned during the course which help you to understand and appreciate the importance and role of tourism in our society, and specifically, the requirements to be successful in this industry. You will select your partner, and a topic from a list of suggested topics, prior to Feb. 3. This selection process will be done in a semi-democratic manner during class. The outline and requirements for this

project will be specific to the topic chosen, so you will need to meet with your instructor to discuss these requirements further. This Project represents 20% of your final grade.

### **BA 2900 Tentative Course Schedule**

<b>Date</b>	<b>Topics Covered</b>
Week 1, Jan. 6	Course Outline Understanding Tourism
Week 2, Jan. 13	Tourism Guests The Tourism Host
Week 3, Jan. 20	<b>Submit (for approval) your choice of Tourist Operator</b> Planning and Development
Week 4, Jan. 27	Transportation
Week 5, Feb. 3	<b>Select Topics for Group Project</b> Accommodation
Week 6, Feb. 10	Food and Beverage
Week 7, Feb. 17	Family Day - No Classes
Week 8, Mar. 3	Attractions
Week 9, Mar. 10	Events and Conferences
Week 10, Mar. 17	Adventure Tourism and Outdoor Recreation
Week 11, Mar. 24	Travel Trade Tourism Services
Week 12, Mar. 31	<b>Written Interview Project Due</b> Challenges and the Future
Week 13, Apr. 7	<b>Presentations</b>
Week 14, Apr. 14	<b>Group Project Due</b> <b>Presentations</b>

#### **Important Notice**

The Instructor reserves the rights to adjust, change, or cancel, any of these Dates and Topics, at any time, without prior notice, in order to accommodate the needs of the class.