

Grande Prairie Regional College
Department of Business Administration
BA 2900 A3 Introduction to Tourism (3-0-0)
Course Outline Winter 2004

Instructor: Lori Rae

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Required Text: Nickerson & Kerr. **Snapshots: an introduction to tourism, third edition**. Toronto: Pearson Education Canada Inc. (2004).

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 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 understand how the different areas of tourism and hospitality interrelate.
- To understand how planning, research, marketing and funding affect the industry.
- To further develop verbal and written communication skills.

Prerequisite: None.

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

Course Evaluation:	Participation	10%
	Quizzes	40%
	Marketing Plan / Presentation	30%
	Paper	20%

Participation: To get the most out of this class regular attendance and participation is strongly encouraged.

Quizzes: There will be unit quizzes at the end of each chapter. These quizzes will cumulate to consist of 40% of the final grade.

Marketing Plan /

Individually or in groups of two you will choose an area in tourism (i.e. bed and breakfast, hotel/motel, restaurant, eco-tourism, ect.) and prepare and present a marketing plan to the class. This plan and presentation will account for 30% of your final grade.

Paper:

You will explore at least two occupations in the tourism industry and investigate job profile, wages, education and training, potential for employment and your own personal reaction/feelings toward the occupation.

Statement of Plagiarism:

The instructor reserves the right to use electronic plagiarism detection services.

***The instructor reserves the right to change, or cancel, any of these dates and topics.**