



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – WINTER 2006

BA 2900 3(3-0-0) UT – Introduction to Tourism

Instructor	Carolyn Vasileiou	Phone	539 - 2221 (office) 532 – 9376 (Home)
Office	E401 (Desk # 11)	E-mail	cvasileiou@gprc.ab.ca
Office Hours	Phone or e-mail me for an appointment		

Prerequisite(s)/corequisite(s):

None

Required Text/Resource Materials:

Nickerson, N.P., & Kerr, P. (2004) Snapshots: An introduction to tourism (third Canadian_ed.) Toronto ON: Pearson Prentice Hall.

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.

Delivery Mode(s):

The course work includes a combination of lectures, class discussions, group work, videos, in-class exercises, student presentations, and case studies. Where appropriate and when available guest speakers, and local examples will be used.

Credit/Contact Hours:

BA 2900 consists of 3 hours of weekly instruction on Wednesday evening from 6:00 – 8:50 p.m.

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 student's verbal and written communication skills.

Transferability:

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

Grading Criteria:

Attendance/Participation	10%
Quizzes	40%
Small Group Presentation and Report*	30%
Research Paper*	20%

Attendance/Participation:

To benefit the most 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.

Small Group Presentation and Report:

Each student will be required to make thorough notes during guest speaker presentations and in groups of 2, submit a typed report of their observations, reflections, and insights from these speakers and how the different concepts presented and discussed, apply to the field of tourism. Then the groups of students will be required to present their observations and analysis to the class (approximately 20 minutes). The written report will account for 1/3 of the project mark and the presentation will account for 2/3 of the project mark.

Research Paper:

Each student will investigate two occupations in the tourism industry. After gathering information on such topics as job profiles, wages, education and 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 Small Group Presentation and Report, and the Research Paper must be completed.**

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department
Grading Conversion Chart**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	90 – 100	EXCELLENT
A	4	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	76 – 79	
B	3	73 – 75	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2	64 – 66	
C⁻	1.7	60 – 63	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

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 of the Research Paper will only be granted 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.

Course Schedule/Timeline:*

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
January 4	-Course Outline -Understanding Tourism	Chapter 1
January 11	-Tourism Guests -The Tourist Host	Chapter 2 & 3
January 18	-Planning and Development	Chapter 4
January 25	-The Transportation Sector -Quiz: 1 Chapters 1-4	Chapter 5
February 1	-The Accommodation Sector	Chapter 6
February 8	-The Food and Beverage Sector	Chapter 7
February 15	-The Attractions Sector -Research Paper: Two occupations submitted for approval.	Chapter 8
February 22	No class. Winter semester break.	
March 1	-The Events and Conferences Sector -Quiz: 2: Chapters 5 - 8	Chapter 9
March 8	-The Adventure Tourism and Outdoor Recreation Sector	Chapter 10
March 15	-The Travel Trade Sector	Chapter 11
March 22	-The Tourism Services Sector -Quiz: 3 Chapters 9 -11	Chapter 12

March 29	-Challenges and the Future -Research Paper Due	Chapter 13	
April 5	-Quiz: Chapters 12 – 13 - Report and Small Group Presentations		

April 12 **- Report and Small Group Presentations**

* 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

Statement on Plagiarism:

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