



Grande Prairie Regional College

School of Business

Department of Business

COURSE OUTLINE – FALL 2007

HP 1210 3 (3-0-0) – Tourism Operations Management

Instructor	Carolyn Vasileiou	Phone	539 - 2221
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Office Hours	Tuesday & Thursday 10:00 – 11:30 am or by appointment		

Prerequisite(s)/corequisite(s):

None

Required Text/Resource Materials:

Cook, Roy A., Yale, Laura J. and Marqua, Joseph J. (2006) Tourism: The Business of Travel (Third edition). New Jersey. Pearson Prentice Hall.

Description:

This course provides an introduction to tourism and surveys the tourism sector, its definition, history, career opportunities, tourism segments (food and beverage, accommodation, transportation, travel trade, tourism services, attractions, events and conferences, adventure tourism and recreation), effects on society, and new developments. This course will also outline core practices and ideas that comprise tourism.

Credit/Contact Hours:

This is a 3 credit course with 3 lecture hours per week. Students are expected to attend all classes.

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 field trips will be used.

Objectives:

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

Transferability:

University of Calgary (pending). Please consult receiving institution as transferability varies.

Grading Criteria:

Participation	5%
Major tests (2)	30%
Group project	35%
Final report – 25%	
Final verbal presentation – 10%	
Final exam	30%

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.

Regular attendance is critical to success in HP 1210. 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 test, the instructor must be advised before the test is administered. The test 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 test.

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>
September 10	Introduction and Overview	Read Chapter 1
September 17	Marketing Tourism	Read Chapter 2
September 24	Delivering Services	Read Chapter 3
October 1	Meeting of Travelers And Tourism Services	Read Chapter 4
	Major test (covering Chapters 1 through 4)	
October 8	No Class Transportation	Thanksgiving Read Chapter 5
October 15	Accomodation	Read Chapter 6
October 22	Food & Beverage	Read Chapter 7
October 29	Attractions	Read Chapter 8
November 5	Destinations Major test (covering Chapters 5 through 9)	Read Chapter 9

November 12	No class	
	Economic & Political Impacts	Read Chapter 10
November 19	Environmental & Social/ Cultural Impacts	Read Chapter 11
November 26	Future Trends	Read Chapter 12
December 3	Review	

This schedule is subject to change without notice as guest speakers will be arranged at their availability.

Examinations:

Final examinations will be scheduled by the Registrar during the period Monday, December 10, 2007 to Wednesday, December 19, 2007. **DO NOT PLAN ANY ACTIVITIES DURING THIS PERIOD.**

Statement on Plagiarism:

Plagiarism will not be tolerated. Please ensure you read and understand the College policy on plagiarism as published in the Calendar. If you have any questions as to whether or not you might be violating this policy, please discuss this with your instructor before you submit your assignment. The instructor reserves the right to use electronic plagiarism detection services.