



Grande Prairie Regional College

School of Business

Department of Business

COURSE OUTLINE – FALL 2008

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

Instructor Carolyn Vasileiou

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Office Hours Tuesday & Thursday
1:00 – 2:30 pm or by
appointment

Required Text/Resource Materials:

Howell, David et al. (2006) Passport: An Introduction to the Tourism Industry (Fourth Canadian Edition). New Jersey. Thomson Nelson.

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.

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:

There are various institutions with transfer agreements with our college. Please consult receiving institution as transferability varies and arrangements are subject to change.

Grading Criteria:

Midterm	15%
Chapter quizzes	10%
Project	20%
Presentation	10%
Assignments	25%
Final exam	20%
TOTAL:	100%

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 and display appropriate behavior when on field trips.

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
September 8 – 17	Introduction, History of Travel, Business Travel, Destination Development	Parts of Ch. 1-5
September 22 – October 8	Transportation	Chapters 6 – 8
October 15 – November 17	Hospitality & Tourism Generators	Chapters 9 – 13
November 19 – December 1	Travel Trade	Chapter 14 – 16
December 3 – 8	Future Trends	Chapter 17

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 time frame December 10 to December 19, 2008. **DO NOT PLAN MAJOR 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.