



Grande Prairie Regional College
School of Health, Wellness & Career Studies
Department of Business

COURSE OUTLINE – FALL 2011

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

Instructor Carolyn Vasileiou

Phone 539 - 2221

Office C 201

E-mail cvasileiou@gprc.ab.ca

**Office
Hours**

Monday & Wednesday: 10:00 –

11:30 am

By appointment at other times, or on

a drop in basis if I'm free

Required Text/Resource Materials:

Kerr, P. & Polovitz Nickerson, N. (2010). *Snapshots: An introduction to tourism*. (Fifth Canadian Edition). Toronto, ON: Pearson Education Canada.

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 learn about the importance of the tourism and hospitality industry within the local, regional, national and international economies.
3. To learn how the different areas of tourism and hospitality interrelate.
4. To understand how planning, research, marketing and funding affect the industry.
5. To further develop student's verbal and written communication skills.

Transferability:

Currently there is a 2&2 arrangement with Royal Roads University and other agreements are pending with various institutions. Please consult with the receiving institution to determine transferability.

Grading Criteria:

Participation	10%
Quizzes/Assignments	20%
Midterm	20%
Project	25%
Final exam	25%

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 12	Introduction	Ch. 1
September 13	Field Trip	
September 14	No class – (assignment due Sept. 19)	
September 19	Tourism and guests	Ch. 2
September 21	Planning & Marketing	Ch. 3
September 26 – October 5	Components of Tourism	Ch. 4 - 5
October 10	No class (Thanksgiving)	
October 12	Midterm	
October 17 – November 9	Components of Tourism	Ch. 6, 7, 8, 9
November 14 – 23	Components of Tourism cont'd	Ch. 10, 11, 12
Nov. 28 – Dec. 7	Presentations and Review	

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

Examinations:

Final exams will be scheduled by the Registrar between December 12 and December 21, 2011. **DO NOT PLAN MAJOR ACTIVITIES DURING THIS PERIOD.**

Statement on Plagiarism:

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