



DEPARTMENT OF BUSINESS

COURSE OUTLINE – FALL 2012

HP 1210 TOURISM OPERATIONS MANAGEMENT – 3(3-0-0) 45 HOURS

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**Office
Hours**

Monday & Wednesday: 10:00 –
11:30 am
By appointment at other times, or on
a drop in basis if I'm free

Prerequisite(s)/Corequisite: No

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

Student Responsibilities:

All assignments must be word processed or typewritten unless otherwise indicated.

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 10 - 12	Introduction	Ch. 1
September 17 - 19	Tourism and guests	Ch. 2
September 24 - 26	Planning & Marketing	Ch. 3
October 1 – 3	Transportation and Accommodations	Ch. 4 - 5
October 8	No class (Thanksgiving)	
October 10	Midterm	
October 15 – 17	Food and Beverage	Ch. 6
October 22 – 24	Attractions	Ch. 7
October 29 – 31	Events	Ch. 8
November 5 – 7	ATOR	Ch. 9
November 12	Fall break (No class)	
November 14	Travel Services	Ch. 10
November 19 – 21	Tourism Services	Ch. 11
November 26	Challenges and the Future	Ch. 12
Nov. 28 – Dec. 10	Presentations	

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

Evaluations:

Final exams will be scheduled by the Registrar between December 13 and December 22, 2012. **DO NOT PLAN MAJOR ACTIVITIES DURING THIS PERIOD.**

Statement on Plagiarism:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

**Note: all Academic and Administrative policies are available on the same page