



## DEPARTMENT OF BUSINESS

### COURSE OUTLINE – FALL 2014

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

**Instructor** Carolyn Vasileiou

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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

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**Prerequisite(s)/Corequisite:** No

**Required Text/Resource Materials:**

Kerr, P. & Polovitz Nickerson, N. (2014). *Snapshots: An introduction to tourism*. (Sixth 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 two 80 – minute classes 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 block transfer with Royal Roads University (Victoria). Agreements with other institutions are pending. A grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

### **Grading Criteria:**

Quizzes/Assignments	20%
Midterm #1	15%
Midterm #2	15%
Project	25%
Final exam	25%
<b>TOTAL:</b>	<b>100%</b>

Grades will be assigned on the Letter Grading System.

<b>GRANDE PRAIRIE REGIONAL COLLEGE</b>			
<b>GRADING CONVERSION CHART</b>			
<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4.0</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4.0</b>	<b>85 – 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>77 – 79</b>	
<b>B</b>	<b>3.0</b>	<b>73 – 76</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2.0</b>	<b>63 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 62</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1.0</b>	<b>50 – 54</b>	
<b>F</b>	<b>0.0</b>	<b>0 – 49</b>	<b>FAIL</b>
<b>WF</b>	<b>0.0</b>	<b>0</b>	<b>FAIL, withdrawal after the deadline</b>

**Evaluations:**

There will be two midterm exams. Final exams will be scheduled by the Registrar between December 10 and December 19, 2014. **DO NOT PLAN MAJOR ACTIVITIES DURING THIS PERIOD.**

**Student Responsibilities:**

All assignments must be word processed 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 important for 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/TENTATIVE TIMELINE:**

<b><u>Week</u></b>	<b><u>Topic</u></b>	<b><u>Required Reading</u></b>
Sept. 8 -10	Course outline, introduction, understanding tourism	Chapter 1
Sept. 15 -17	Tourism and guests	Chapter 2
Sept. 22 -24	Planning & Marketing	Chapter 3
Sept. 29 -Oct. 1& 6	Transportation	Chapter 3 &4
Oct. 8	Midterm #1	
Oct. 13 (no class – Thanksgiving Day) Oct. 15	Accommodations	Chapter 5

Oct. 20 - 22	Food & Beverage	Chapter 6
Oct. 27 - 29	Recreation	Chapter 7
Nov. 3 - 5	Adventure Tourism & Outdoor Recreation	Chapter 8
Nov. 10 & 11 – no classes		
Nov. 12	Midterm #2	
Nov. 17 - 19	Events	Chapter 9
Nov. 24 - 26	Travel & Tourism Services	Chapters 10 & 11
Dec. 1	Challenges & the Future	Chapter 12
Dec. 3 & 8	Presentations	

Please note: The above schedule may be revised at the discretion of the instructor based on class requirements and availability of guest speakers.

**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/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

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