

COURSE SYLLABUS



COURSE TITLE: TMGT 240 The Global Tourism System

CLASS SECTION: 001

TERM: Winter 2022

COURSE CREDITS: 3 Credits

DELIVERY METHOD(S): Face-to-Face

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://camosun.ca/about/covid-19-updates>

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Carl Everitt

EMAIL: everittc@camosun.bc.ca

OFFICE: Dunlop 210

HOURS Weekly Office Hour Monday's 2:00 pm to 3:00pm Dunlop House:

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

As a strong economic driver, tourism is influenced by both local and global issues. This course examines social, political, and environmental impacts related to the international tourism system. Trends within the Canadian tourism system are examined with a focus on growth, development and integration of indigenous tourism for small and medium sized enterprises.

PREREQUISITE(S): One of: C in English 12 C in English Studies 12 C in English 12 First Peoples C in Literary Studies 12 C in ENGL 091 and ENGL 093 C in ENGL 092 and ENGL 094 C in ENGL 092 and ENGL 096 C in ENGL 103 and ENGL 104 C in ENGL 142 C in ELD 092 and ELD 094 C in ELD 097 C in ELD 103 and ELD 104 - Must be completed prior to taking this course.

CO-REQUISITE(S): Non

EXCLUSION(S): Non

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course a student will be able to:

1. Examine the major economic, social, cultural and environmental impacts associated with international tourism.
2. Describe Canada's strengths and weaknesses as an international tourism destination relative to other countries.
3. Describe the pressures and opportunities that small and medium size enterprises (SME's) encounter when competing internationally.
4. Identify factors that contribute to success in both the international tourism industry and the local market by exploring leading, emerging and struggling tourism markets.
5. Compare indigenous tourism markets in Canada with those in other international markets.
6. Analyze the impacts that the Global tourism system can have on SME's and develop an action plan that addresses these impacts.
7. Identify the best practices of businesses operating within the Global Tourism System and describe how these could be adopted by other operations, where appropriate.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Required Materials

- A. Course Text Book: Second Edition Essentials of Tourism. Chris Cooper, Prentice Hall, ISBN 978-0-273-72438-4 (Cooper, 2012) Available for rent at: <https://www.vitalsource.com/en-ca/products/essentials-of-tourism-chris-cooper-v9781292144283>
- B. Other: Introduction to Tourism and Hospitality in BC- Open Textbook – 2nd edition

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Class Dates	Week #/ Topic	Required Chapter Reading	Assignment/ Quiz /Online Presentation	Presentations
Monday, Jan, 10th	Week 1 Introduction to the Course Course Expectations	Part 1: Tourism Essentials, an introduction P3- 29		
Thursday, Jan, 13th	Week 1 Module 1: Tourism Essentials	Part 1: Tourism Essentials an Introduction P 3- 29	Self-Introduction Posting Due	
Monday, Jan, 17th	Week 2 Module 1: Tourism Essentials	Part 2: The Destination Pages 39- 63	Module One: Online Posting Due	
Thursday, Jan, 20th	Week 2 Module 2: The Destination	Part 2: The Destination Pages 39- 63		
Monday, Jan, 24th	Week 3 Module 2: The Destination	Part 2: Destination Essentials Economic Consequences of Tourism P 69-87		
Thursday, Jan, 27th	Week 3 Module 3: Sustainable Tourism Economic Impacts	Part 3: Destination Essentials Economic Consequences of Tourism P 69-87	Module Two: Online Posting Due	
Monday, Jan,31st	Week 4 Module 3: Sustainable Tourism Economic Impacts	Part 3: Destination Essentials Economic Consequences of Tourism P 69-87		
Thursday, Feb 3rd	Week 4 Module 4: Sustainable Tourism Environmental Impacts	Chapter 4: The Environmental Consequences of Tourism P 93- 115	Module Three: Online Posting Due	
Monday, Feb, 7th	Week 5 Module 4: Sustainable Tourism Environmental Impacts Sustainable	Chapter 4: The Environmental Consequences of Tourism P 93- 115 Chapter 5: The Social and Cultural Consequences of Tourism P 119- 140		
Thursday, Feb, 10th	Week 5 Module 5: Sustainable Tourism Social and Cultural Impacts	Chapter 5: The Social and Cultural Consequences of Tourism P 119 - 140	Quiz 1- 20% Modules 1- 5 Module Four: Online Posting Due	
Monday, Feb, 14th	Week 6 Sustainable Tourism Social and Cultural Impacts	Chapter 5: The Social and Cultural Consequences of Tourism P 119 - 140		
Thursday, Feb, 17th	Week 6 Module: 6 : Indigenous Tourism	PowerPoint and Lecture Notes; Introduction to Tourism in BC Chapter 12 P393- 423		
Monday, Feb, 21 st Thursday, Feb, 24th	Week 7 Reading Week, No Classes	PowerPoint and Lecture Notes; Introduction to Tourism in BC Chapter 12 P393- 423		

Class Date	Week #/ Topic	Required Chapter Reading	Assignment/ Quiz /Online Presentation	Presentations
Monday, Feb 28th	Week 8 Module 6: Indigenous Tourism	PowerPoint and Lecture Notes; Introduction to Tourism in BC Chapter 12 P393- 423	Module Six: Online Posting Due	
Thursday, March, 3rd	Week 8 Module 7: Government and Tourism	Chapter 11: Government and Tourism P163- 172		
Monday, March,7th	Week 9 Module 7: Government and Tourism	Chapter 11: Government and Tourism P163- 172	Module Seven: Online Posting Due	
Thursday, March, 10th	Week 9 Module 8: Tourism Demand	Chapter 12: Demand P329- 352		
Monday, March, 14th	Week 10 Module 8: Tourism Demand	Chapter 12: Demand P329- 352	Module Eight: Online Posting Due	
Thursday, March, 17th	Week 10 Module 9: Tourism Promoters	PowerPoint Notes and lecture notes	Quiz 2- 20% Modules 6-8	
Monday, March, 21st	Week 11 Module 9: Tourism Promoters	PowerPoint Notes and lecture notes		
Thursday, March, 24th	Week 11 Module 10: Destination Branding and Marketing	PowerPoint Notes and lecture notes P357 -382	Module Nine: Online Posting Due	
Monday, March, 28th	Week 12 Indigenous Tourism Presentations	PowerPoint Notes and lecture notes P357 -382		See separate schedule
Thursday, March, 31st	Week 12 Indigenous Tourism Presentations			See separate schedule
Monday, April, 4 th	Week 13 Indigenous Tourism Presentations			See separate schedule
Thursday, April, 7th	Week 13 Module 10: Tourism Marketing	PowerPoint Notes and lecture notes P357 -382	Module Ten: Online Posting Due	
Monday, April, 11th	Week 14 Final Exam Review	PowerPoint Presentation Notes		
Thursday, April, 14th	Week 14 Final Exam Review	PowerPoint Presentation Notes	Last Class	Professional Online Course Participation 10% Course Grade

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Quiz 1	25%
Quiz 2	20%
International Indigenous Destination Team Presentation	20%
Professional Online/In-Class Course Participation	10%
Final Exam	25%
	TOTAL
	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information. <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Please see separate Presentation

SCHOOL OR DEPARTMENTAL INFORMATION

Department Chair: Carl Everitt everittc@camosun.bc.ca

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e., physical, depression, learning, etc.). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized

Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.