

COURSE SYLLABUS



COURSE TITLE: TMGT 240: The Global Tourism System
CLASS SECTION: 001
TERM: 2022 Fall
COURSE CREDITS: 3
DELIVERY METHOD(S): Face-To - Face

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən 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

(a) Instructor	David Armstrong	
(b) Office hours	Mondays 1:00pm-2:00pm	
(c) Location	D260	
(d) Phone	(250) 370-3148	Alternative: N/A
(e) E-mail address	Armstron@Camosun.bc.ca	
(f) Instructor (Course)Website	https://online.camosun.ca/d21/home/207454	

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

[Camosun College Calendar Description retrieved from https://calendar.camosun.ca/preview_course_nopop.php?catoid=7&coid=13493]

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.

Prerequisites

One of:

- C in [English 12](#)
- C in [Camosun Alternative](#)

Equivalencies

- TMGT 215

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

1. **Course Text Book:** Essentials of Tourism. Chris Cooper, Sage Publications, eText ISBN: 9781529738186, 1529738180 (Cooper, 2020) 3rd Edition.

E-Text Available through:

[Essentials of Tourism 3rd edition | 9781526494481, 9781529738186 | VitalSource](#)

2. **Other:** Introduction to Tourism and Hospitality in BC- Open Textbook

3. **Materials available through D2L**

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.

- **Monday Classes: 2:30pm-4:30pm E- 348**
- **Thursday Classes: 8:30am-10:30am F-262**

<u>Class Dates</u>	<u>Week #/ Topic</u>	<u>Required Chapter pre-reading</u>	<u>Assignment/ Quiz</u>	<u>Presentations</u>
Thursday September 8th 8:30am-10:30pm	Week 1 Introduction to the Course Course Expectations	Part 1: Tourism Essentials, an introduction P4- 25		
Monday September 12th 2:30pm-4:30pm	Week 2 Tourism Essentials	Part 1: Tourism Essentials an Introduction P 4- 25		
Thursday September 15th	Week 2 Tourism Essentials	Part 2: The Destination Pages 30- 50		
Monday September 19th	Week 3 The Destination	Part 2: The Destination Pages 30- 50		
Thursday September 22nd	Week 3 The Destination	Part 2: Destination Essentials Economic Consequences of Tourism P 54-70		
Monday September 26th	Week 4 Sustainable Tourism Economic Impacts	Part 3: Destination Essentials Economic Consequences of Tourism P 54-70		
Thursday September 29 th	Week 4 Sustainable Tourism Economic Impacts	Part 3: Destination Essentials Economic Consequences of Tourism P 54-70		
Monday October 3rd	Week 5 Sustainable Tourism Environmental Impacts	Chapter 4: The Environmental Consequences of Tourism P 54- 70		
Thursday October 6 th	Week 5 Sustainable Tourism Environmental Impacts Sustainable	Chapter 4: The Environmental Consequences of Tourism P 76- 94		
Monday October 10th No Classes – Thanksgiving Day	Week 6 Tourism Social and Cultural Impacts	Chapter 5: The Social and Cultural Consequences of Tourism P 98 - 117		Self-directed reading and PowerPoint review
Thursday October 13th	Week 6	Chapter 5: The Social and Cultural Consequences of Tourism P 98 - 117	Quiz #1 20%	
Monday October 17th	Week 7 Sustainable Tourism Social and Cultural Impacts	Part 5: Destination Essentials: Social and Cultural P96-114 Consequences of Tourism		
Thursday October 20th	Week 7 Indigenous Tourism	Power Point and Lecture Notes; Introduction to Tourism in BC Chapter 12		
Monday October 24th	Week 8 Indigenous Tourism	Power Point and Lecture Notes; Introduction to Tourism in BC Chapter 12		

<u>Class Date</u>	<u>Week #/ Topic</u>	<u>Required pre-reading</u>	<u>Assignment/ Quiz</u>	<u>Presentations</u>
Thursday October 27th	Week 8 Indigenous Tourism	Power Point and Lecture Notes; Introduction to Tourism in BC Chapter 12		
Monday October 31st	Week 9 Government and Tourism	Chapter 11: Government and Tourism P246- 266		International Indigenous Destination Presentations Teams 1, 2
Thursday November 3rd	Week 9 Government and Tourism	Chapter 11: Government and Tourism P246- 266		International Indigenous Destination Presentations Teams 3, 4
Monday November 7th	Week 10 Tourism Demand	Chapter 12: Demand P272- 294		International Indigenous Destination Presentations Teams 5, 6
Thursday November 10th	Week 10 Tourism Demand	Chapter 12: Demand P272- 294		International Indigenous Destination Presentations Teams 7, 8
Monday November 14th	Week 11 Tourism Promoters	Power Point Notes and lecture		International Indigenous Destination Presentations Teams 9,10
Thursday November 17th	Week 11 Tourism Promoters	Power Point Notes and lecture		International Indigenous Destination Presentations Teams 11,12
Monday November 21st	Week 12 Destination Branding	Power Point Notes and lecture		International Indigenous Destination Presentations Teams 13, 14
Thursday November 24th	Week 12 Destination Branding	Power Point Notes and lecture		International Indigenous Destination Presentations Teams 15, 16
Monday November 28th	Week 13 Tourism Marketing	Chapter 13: Tourism Marketing P 298- 321		International Indigenous Destination Presentations Teams 17, 18
Thursday December 1st	Week 13 Tourism Marketing	Chapter 13: Tourism Marketing P 298- 321	Quiz #2 20%	
Monday December 5th	Week 14 Tourism Entrepreneurs	Power Point Presentation Notes		
Thursday December 8th	Week 14 Last Day of Classes fall 2021			Discussion Board contribution and response compilation Due– 15% Course Grade
TBA Dec 12th-20th, 2022	Final exam (3 hours) Case study. Exam can be scheduled at any time during the exam period. Do not make travel or holiday plans until the exam schedule is finalized.			

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
Quizzes	2*20%	40%
International Indigenous Destination Presentation	Due dates: As signed up for	15%
Discussion Board Compilation and Responses	Due: December 8 th , 2022	15%
Final Exam	TBA	30%
	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>

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

Support Service	Website
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.