

COURSE SYLLABUS



COURSE TITLE: TMGT 240: The Global Tourism System
CLASS SECTION: 001
TERM: 2023 Fall
COURSE CREDITS: 3
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](#).

INSTRUCTOR DETAILS

| | | |
|-----------------------------------|---|------------------|
| (a) Instructor | David Armstrong | |
| (b) Office hours | Mondays 2:00pm-3:00pm | |
| (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](#)

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: 8:30am-10:20am F 212**
- **Thursday Classes: 12:30pm-2:20pm Young 303C**

| Class Dates | Week #/ Topic | Required Chapter pre-reading | Assignment/ Quiz | Presentations |
|--|--|---|--|---------------|
| Thursday September 7th 12:30pm-2:20pm | Week 1 Introduction to the Course Course Expectations | Part 1: Tourism Essentials, an introduction P4- 25 | | |
| Monday September 11th 8:30am-10:20am | Week 2 Tourism Essentials | Part 1: Tourism Essentials an Introduction P 4- 25 | | |
| Thursday September 14th | Week 2 Tourism Essentials | Part 2: The Destination Pages 30- 50 | Discussion Board Topic #1 Due "Tourism in the News" | |
| Monday September 18th | Week 3 The Destination | Part 2: The Destination Pages 30- 50 | | |

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|------------------------------------|---|---|--|
| Thursday September 21st | Week 3 The Destination | Part 2: Destination Essentials Economic Consequences of Tourism P 54-70 | |
| Monday September 25th | Week 4 Sustainable Tourism Economic Impacts | Part 3: Destination Essentials Economic Consequences of Tourism P 54-70 | Discussion Board Topic #2 Due "Carrying capacity" |
| Thursday September 28th | Week 4 Sustainable Tourism Economic Impacts | Part 3: Destination Essentials Economic Consequences of Tourism P 54-70 | |
| Monday October 2nd | Holiday – College closed National Day for Truth and Reconciliation Week 5 Sustainable Tourism Environmental Impacts | Chapter 4: The Environmental Consequences of Tourism P 54- 70 | Independent reading and Review of Powerpoints. Discussion Board Topic #3 Due |
| Thursday October 5th | Week 5 Sustainable Tourism Environmental Impacts Sustainable | Chapter 4: The Environmental Consequences of Tourism P 76- 94 | |
| Monday October 9th | Holiday- College Closed Thanksgiving Week 6 Tourism Social and Cultural Impacts | Chapter 5: The Social and Cultural Consequences of Tourism P 98 - 117 | Independent reading and Review of Powerpoints. |
| Thursday October 12th | Week 6 | Chapter 5: The Social and Cultural Consequences of Tourism P 98 - 117 | Quiz #1 20% |
| Monday October 16th | Week 7 Sustainable Tourism Social and Cultural Impacts | Part 5: Destination Essentials: Social and Cultural P96-114 Consequences of Tourism | Discussion Board Topic #4 Due |
| Thursday October 19th | Week 7 Indigenous Tourism | Power Point and Lecture Notes; Introduction to Tourism in BC Chapter 12 | Quiz #1 (20%) |
| Monday October 23rd | 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 26th | Week 8 Indigenous Tourism | Power Point and Lecture Notes; Introduction to Tourism in BC Chapter 12 | | |
| Monday October 30th | Week 9 Government and Tourism | Chapter 11: Government and Tourism P246- 266 | | International Indigenous Destination Presentations Teams 1, 2 |
| Thursday November 2nd | Week 9 Government and Tourism | Chapter 11: Government and Tourism P246- 266 | | International Indigenous Destination Presentations Teams 3, 4 |
| Monday November 6th | Week 10 Tourism Demand | Chapter 12: Demand P272- 294 | Discussion Board Topic #5 Due | International Indigenous Destination Presentations Teams 5, 6 |

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|------------------------------------|--|--|--|
| Thursday November 9th | Week 10 Tourism Demand | Chapter 12: Demand P272- 294 | International Indigenous Destination Presentations Teams 7, 8 |
| Monday November 13th | Holiday- College closed Remembrance day Week 11 Tourism Promoters | Power Point Notes and lecture | Independent reading and Review of Powerpoints. |
| Thursday November 16th | Week 11 Tourism Promoters | Power Point Notes and lecture | International Indigenous Destination Presentations Teams 11,12 |
| Monday November 20th | Week 12 Destination Branding | Power Point Notes and lecture | International Indigenous Destination Presentations Teams 13, 14 Discussion Board Compilations Due 15% of total mark |
| Thursday November 23rd | Week 12 Destination Branding | Power Point Notes and lecture | International Indigenous Destination Presentations Teams 15, 16 |
| Monday November 27th | Week 13 Tourism Marketing | Chapter 13: Tourism Marketing P 298- 321 | International Indigenous Destination Presentations Teams 17, 18 |
| Thursday November 30th | Week 13 Tourism Marketing | Chapter 13: Tourism Marketing P 298- 321 | Quiz #2 20% |
| Monday December 4th | Week 14 Tourism Entrepreneurs | Power Point Presentation Notes | |
| Thursday December 7th | Week 14 Exam Review - key areas | | |
| TBA Dec 11th-19th, 2023 | 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 noticed 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% |

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|---|---|------|
| International Indigenous Destination Presentation | Due dates: As signed up for | 15% |
| Discussion Board Compilation and Responses | Due: December 2 nd , 2023 | 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](#) 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.

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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 camosun.ca/services.

| Support Service | Website |
|-------------------------------------|--|
| Academic Advising | camosun.ca/services/academic-supports/academic-advising |
| Accessible Learning | camosun.ca/services/academic-supports/accessible-learning |
| Counselling | camosun.ca/services/health-and-wellness/counselling-centre |
| Career Services | camosun.ca/services/co-operative-education-and-career-services |
| Financial Aid and Awards | camosun.ca/registration-records/financial-aid-awards |
| Help Centres (Math/English/Science) | camosun.ca/services/academic-supports/help-centres |
| Indigenous Student Support | camosun.ca/programs-courses/iecc/indigenous-student-services |

Field Code Changed

| Support Service | Website |
|-------------------------------|---|
| International Student Support | camosun.ca/international |
| Learning Skills | camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills |
| Library | camosun.ca/services/library |
| Office of Student Support | camosun.ca/services/office-student-support |
| Ombudsperson | camosun.ca/services/ombudsperson |
| Registration | camosun.ca/registration-records/registration |
| Technology Support | camosun.ca/services/its |
| Writing Centre | camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills |

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 Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>
Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

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:

<https://camosun.ca/services/academic-supports/accessible-learning>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

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 ([see policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and <https://camosun.ca/services/sexual-violence-support-and-education>. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

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 <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

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.