

COURSE SYLLABUS



COURSE TITLE: TMGT 240: The Global Tourism System

CLASS SECTION: 001

TERM: F2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Face-to-Face

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

INSTRUCTOR DETAILS

NAME: David Armstrong

EMAIL: Armstron@camosun.ca

OFFICE: D260

OFFICE HOURS: Wednesdays 11:00am-12:00pm

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.

Prerequisites

One of:

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

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: 9781529794458, 1529794455 (Cooper, 2022) , 4th Edition.

E-Text Available through:

<https://www.vitalsource.com/products/essentials-of-tourism-chris-cooper-v9781529794458?srsId=AfmBOoqiFl3wbjhj32shKXmEkDHwuZsPTEKx9HO2B1125xFvix9HSmRc>

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** **E 201**
- **Wednesday Classes: 8:30pm-10:20pm** **F 334**

Class Dates	Week #/ Topic	Required Chapter pre-reading	Assignment/ Quiz	Presentations
Wednesday September 4th 8:30am-10:20am	Week 1 Introduction to the Course Course Expectations	Part 1: Tourism Essentials, an introduction P4- 25		
Monday September 9th 8:30am-10:20am	Week 2 Tourism Essentials	Part 1: Tourism Essentials an Introduction P 4- 25		
Monday September 16th	Week 2 Tourism Essentials	Part 2: The Destination Pages 30- 50	Discussion Board Topic #1 Due "Tourism in the News"	
Wednesday September 18th	Week 3 The Destination	Part 2: The Destination Pages 30- 50		
Monday September 23rd	Week 3 The Destination	Part 2: Destination Essentials Economic Consequences of Tourism P 54-70		
Wednesday 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 September 30th	Holiday – College closed National Day for Truth and Reconciliation Week 5 Sustainable Tourism	Chapter 4: The Environmental Consequences of Tourism P 54- 70	Discussion Board Topic #3 Due	Independent reading and Review of Powerpoints.

	Environmental Impacts		
Wednesday October 2nd	Week 5 Sustainable Tourism Environmental Impacts Sustainable	Chapter 4: The Environmental Consequences of Tourism P 76- 94	
Monday October 7th	Week 6 Tourism Social and Cultural Impacts	Chapter 5: The Social and Cultural Consequences of Tourism P 98 - 117	
Wednesday October 9th	Week 6 Sustainable Tourism Social and Cultural Impacts	Chapter 5: The Social and Cultural Consequences of Tourism P 98 - 117	
<u>Monday October 14th</u>	Week 7 Holiday- College Closed Thanksgiving	Part 5: Destination Essentials: Social and Cultural P96-114 Consequences of Tourism	Independent reading and Review of Powerpoints. Discussion Board Topic #4 Due
Wednesday October 16th	Week 7 Indigenous Tourism	Power Point and Lecture Notes; Introduction to Tourism in BC Chapter 12	Quiz #1 20%
Monday October 21st	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>
Wednesday October 23rd	Week 8 Indigenous Tourism	Power Point and Lecture Notes; Introduction to Tourism in BC Chapter 12		
Monday October 28th	Week 9 Government and Tourism	Chapter 11: Government and Tourism P246- 266		International Indigenous Destination Presentations Teams 1, 2
Wednesday October 30th	Week 9 Government and Tourism	Chapter 11: Government and Tourism P246- 266		International Indigenous Destination Presentations Teams 3, 4
Monday November 4th	Week 10 Tourism Demand	Chapter 12: Demand P272- 294	Discussion Board Topic #5 Due	International Indigenous Destination Presentations Teams 5, 6
Wednesday November 6th	Week 10 Tourism Demand	Chapter 12: Demand P272- 294		International Indigenous Destination Presentations Teams 7, 8
<u>Monday November 11th</u>	Holiday- College closed Remembrance day Week 11 Tourism Promoters	Power Point Notes and lecture		Independent reading and Review of Powerpoints.
Wednesday November 13th	Week 11 Tourism Promoters	Power Point Notes and lecture		International Indigenous Destination Presentations Teams 11,12

Monday November 18th	Week 12 Destination Branding	Power Point Notes and lecture	International Indigenous Destination Presentations Teams 13, 14 <u>Discussion Board Compilations Due 15% of total mark</u>
Wednesday November 25th	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
Wednesday November 27th	Week 13 Tourism Marketing	Chapter 13: Tourism Marketing P 298- 321	Quiz #2 20%
Monday December 2nd	Week 14 Tourism Entrepreneurs	Power Point Presentation Notes	
Thursday December 4th	Week 14 Exam Review - key areas		
TBA Dec 9th-17th	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. https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams)

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: November 18 th , 2024	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.

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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 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
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

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

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 [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

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 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 Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and 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.