

COURSE SYLLABUS



COURSE TITLE: TMGT 240: The Global Tourism System

CLASS SECTION: 001

TERM: 2025W

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: Mondays 1:00pm-2:00pm

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.

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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=AfmBOoqiFl3wbj32shKXmEkDHwuZsPTEKx9HO2B1l25xFvix9HSmRc>

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 F212**
- **Wednesday Classes: 10:30am-12:20pm F262**

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
1 January 6 th , 2025	Introduction to courses. Tourism Essentials, an introduction	
2 January 13 th	Tourism Essentials, The Destination	Discussion board Topic #1 due "Tourism in the News"
3 January 20 th	Part 2 -Destination Essentials, Economic Consequences of Tourism	Discussion board Topic #2 "Carrying Capacity"
4 January 27 th	Sustainable tourism, Economic Impacts	
5 February 3 rd	Environmental Consequences of Tourism	Discussion board Topic #3 Due
6 February 10 th	Social and Cultural Consequences of Tourism	
7 February 17 th	Reading Week. No classes	Discussion Board #4 Due
8 February 24 th	Indigenous Tourism: UNDRIP and the Larrakia accord	Quiz #1 (Wednesday, February 26th).
9 March 3 rd	Government and Tourism	March 5th Presentations 1-2

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
10 March 10 th	Tourism Demand	Presentations 3-6 Discussion Board topic #5 Due
11 March 17 th 12 March 24 th	Tourism Promoters Destination Branding	Presentations 7-10 International Indigenous Tourism Destination Presentations Teams 11 - 14 Discussion Board Compilation due March 17 th , 2025.
13 March 31 st	Tourism Marketing	International Indigenous Tourism Destination Presentations Teams 15 - 18 Quiz #2 (Wednesday, April 2 nd)
14 April 7 th	Tourism Entrepreneurs, Final Exam review – Key areas of study and format.	
Exam Week April 14 th -25 th TBA	Final exam (3 hours). Includes a Case study. Exam may 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: March 17 th , 2025	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](https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf) policy for more information.
<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Note: For PDD students, TMGT 240 is a prerequisite course, requiring a minimum Grade of 60% (C or higher) for participation in TMGT 370 (Tourism Value Chain Management), as well as TMGT 401 (internship work experience).

For all students: It is highly recommended that you attend all classes.

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

Support Service	Website
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.