

COURSE SYLLABUS



COURSE TITLE: TMGT 240 The Global Tourism System

CLASS SECTION: 001

TERM: Winter 2024

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://legacy.camosun.ca/covid19/index.html>.

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: John Reese

EMAIL: ReeseJ@camosun.ca

OFFICE: TBD – Dunlop House

HOURS: Tuesdays 11:30 am to 12: 30 pm; Wednesdays 11:30 am-12:30 pm; Fridays 10:30 am–11:30 am

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

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 095, C in ENGL 092 and ENGL 096, C in ENGL 103 and ENGL 104, C in ENGL 142, C in ELD 094, C in ELD 097, C in ELD 103 and ELD 104 - Must be completed prior to taking this course.

CO-REQUISITE(S): N/A

EXCLUSION(S): N/A

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-sized enterprises (SMEs) encounter when competing internationally.
4. Identify factors that contribute to success in both the international tourism market 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 Material:

Course Textbook:

Essentials of Tourism. Second Edition. Chris Cooper, Prentice Hall, ISBN 978-0-273-72438-4 (Cooper 2012)

Rent or Purchase at: [Essentials of Tourism 4th edition | 9781529778588, 9781529794458 | VitalSource](#)

Other: Introduction to Tourism and Hospitality in BC – Open Textbook – 2nd edition

[Introduction to Tourism and Hospitality in BC – 2nd Edition – Simple Book Publishing \(opentextbc.ca\)](#)

Wednesday classes are held in Fisher 262 9:30 am – 11:20 am

Friday classes are held in Fisher 212 8:30 am – 10:20 am

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 Reading | OTHER NOTES |
|-------------------|---|---|--|
| Wednesday, Jan 10 | Week 1 Introduction to the Course Course Expectations | Part 1: Tourism Essentials, An Introduction. Pages 3 - 31 | |
| Friday, Jan 12 | Week 1 Module 1: Tourism Essentials | Part 1: Tourism Essentials, An Introduction. P3 - 31 | Self-Introduction Posting Due |
| Wednesday, Jan 17 | Week 2 Module 1: Tourism Essentials | Part 2: The Destination Pages 39-66 Tourism Essentials | Module One: Online Posting Due |
| Friday, Jan 19 | Week 2 Module 2: The Destination | Part 2: The Destination Pages 39-66 Tourism Essentials | |
| Wednesday, Jan 24 | Week 3 No Class-John Away | Part 2: The Destination -Economic Consequences of Tourism Pages 73-92 : Tourism Essentials | No Class |
| Friday, Jan 26 | Week 3 Module 2-cont'd Module 3: Sustainable Tourism-Economic Impacts | Part 2: The Destination -Economic Consequences of Tourism Pages 73-92 Tourism Essentials | Module Two: Online Posting Due |
| Wednesday, Jan 31 | Week 4 Module 3: Sustainable Tourism-Economic Impacts | Part 2: The Destination -Economic Consequences of Tourism Pages 73-92 | |
| Friday, Feb 2 | Week 4 Module 4: Sustainable Tourism-Environmental Impacts | Chapter 4: The Environmental Consequences of Tourism Pages 99-121 : Tourism Essentials | Module Three: Online Posting Due |
| Wednesday, Feb 7 | Week 5 Module 4: Sustainable Tourism-Environmental Impacts | Chapter 5: The Environmental Consequences of Tourism Pages 99-121 : Tourism Essentials | |
| Friday, Feb 9 | Week 5 Module 5: Sustainable Tourism-Social-Cultural Impacts | Chapter 5: The Social-Cultural Consequences of Tourism Pages 127-149 : Tourism Essentials | Quiz # 1 Modules 1-5 (20%) Module Four: Online Posting Due |
| Wednesday, Feb 14 | Week 6 Module 5: Sustainable Tourism-Social-Cultural Impacts | Chapter 5: The Social-Cultural Consequences of Tourism Pages 127-149 | |
| Friday, Feb 16 | Week 6 Module 6: indigenous Tourism | PowerPoint & Lecture Notes Introduction to Tourism in BC Chapter 12 Pages 393-423 | Module Five: Online Posting Due |
| Wednesday, Feb 21 | Week 7 No Class | Reading Week PowerPoint & Lecture Notes Introduction to Tourism in BC Chapter 12 Pages 393-423 | No Class |
| Friday, Feb 23 | Week 7 No Class | Reading Week PowerPoint & Lecture Notes Introduction to Tourism in BC Chapter 12 Pages 393-423 | No Class |

| CLASS DATES | Week # TOPIC | Required Reading | OTHER NOTES |
|---------------------|--|--|--|
| Wednesday, Feb 28 | Week 8 Module 6: indigenous Tourism | PowerPoint & Lecture Notes Introduction to Tourism in BC Chapter 12 Pages 393-423 | Module Six: Online Posting Due |
| Friday, March 1 | Week 8 Module 7: Government & Tourism | Chapter 11: Government and Tourism Intro to Tourism in BC Pages 173-175 : Tourism Essentials | |
| Wednesday, March 6 | Week 9 Module 7: Government & Tourism | Chapter 11: Government and Tourism Intro to Tourism in BC Pages 173-175 : Tourism Essentials | Module Seven: Online Posting Due |
| Friday, March 8 | Week 9 Module 8: Tourism Demand | Chapter 12: Tourism Demand Pages 347-371 Tourism Essentials | |
| Wednesday, March 13 | Week 10 Module 8: Tourism Demand | Chapter 12: Tourism Demand Pages 347-371 Tourism Essentials | Module Eight: Online Posting Due |
| Friday, March 15 | Week 10 Module 9: Tourism Promoters | PowerPoint & Lecture Notes | Quiz # 2 Modules 6-8 20% |
| Wednesday, March 20 | Week 11 Module 9: Tourism Promoters | PowerPoint & Lecture Notes Tourism Marketing Pages 358-382 Tourism Essentials | |
| Friday, March 22 | Week 11 Module 10: Destination Branding & Marketing | Tourism Marketing Pages 377-403 Tourism Essentials | Module Nine: Online Posting Due |
| Wednesday, March 27 | Week 12 | Team Presentations | Team Presentations |
| Friday, March 29 | Week 12 No Class | Good Friday | No Class |
| Wednesday, April 3 | Week 13 | Team Presentations | Team Presentations |
| Friday, April 5 | Week 13 | Team Presentations | Module Ten: Online Posting Due Team Presentations |
| Wednesday, April 10 | Week 14 Module 10: Destination Branding & Marketing | Tourism Marketing Pages 377-403 Tourism Essentials | |
| Friday, April 12 | Week 14 Course Review & Wrap up | Course Review & Wrap up Last Class | Course Review & Wrap Up Participation Grade 10% |
| April 15-19 | EXAM WEEK | EXAM WEEK | EXAM WEEK |

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 |
|---|--------------|
| Quiz # 1 (Week 5) | 25% |
| Quiz # 2 (Week 10) | 20% |
| Team/Group Project Presentation (Week 12 - 13) | 20% |
| Professional Online/In-Class Course Participation | 10% |
| Final Exam (Week 15) | 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](#) policy for more information.

COURSE GUIDELINES & EXPECTATIONS

Lecture Attendance

This course includes both lectures and lab sessions to complete group work. Failure to attend lectures and labs will reduce your ability to do well in this course, to meet learning outcomes, and can negatively impact your group participation and assignment execution mark.

To get the most out of this course, students are expected to attend all classes and be on time. It is your responsibility to acquire all information given during a class missed, including notes, hand-outs, changed exam dates etc.

Due Dates and Late Assignments

The due dates are established in accordance with the course and term duration. The purpose of the due dates is to help both you and I to get the assignments done so that they can be assessed promptly. Just as you need time to complete the assignments, I need enough time to grade them. As such, the due dates are fixed (unless you have an approved academic accommodation through CAL) and it is expected that students will hand in assignments on time. Assignment marks, comments, and feedback will be returned to students promptly usually within 1-3 weeks, depending on the length of the assignment.

All assignments must be handed in by the time indicated (on the assignment, or on D2L). Late assignments may be graded but marks equivalent to **10% of the total value of the assignment will be deducted for each day**, inclusive of days on the weekend, past the deadline. If assignments have already been marked and returned, a late assignment will not be accepted. Assignments will not be accepted that are late more than three days, inclusive of days over the weekend.

Exam Procedures

All exams must be written at the scheduled times except students requiring an accommodation by CAL. It is understood that emergency circumstances do occur (e.g., severe illness or family emergency); for such circumstances accommodation may be offered at the discretion of the instructor, provided the student:

- a) notifies the instructor in advance of the exam (not after), and
- b) provides documented evidence of the circumstance (e.g., medical certificate).

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>

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If an exam is missed with an excused absence, it is up to the instructor's discretion as to how the mark will be made up. In most cases, an oral exam will be scheduled for the student as soon as possible.

Be sure not to make travel plans for the end of the semester until the final exam schedules are finalized and posted. Please ask any family members who might make travel plans on your behalf to consult you before booking tickets.

Please note: the use of cell phones during a test or quiz is not allowed and may result in a zero for that assessment.

Study Habits

Good and regular study habits are essential to do well in this course. You should plan on a weekly minimum of 6 hours outside of scheduled class time for the completion of readings, assignments, and general studying. Joining a study group can help make this more achievable.

Lecture presentations will be uploaded to the course website. These should be used as a study guide, not as your sole source of information. You will need to write down additional keywords for examples and explanations given during the lecture and review text and videos to support your understanding. It is also recommended practice to transform lecture notes into a study-friendly format after each lecture, incorporating additional information from your textbook. Study these notes before the next class to prepare yourself for new material, which will often build on previously covered material.

Please take advantage of office hours if you need extra clarification and help.

SCHOOL OR DEPARTMENTAL INFORMATION

Hospitality and Tourism Management Department, located in Dunlop House, Lansdowne Campus

Chair: Dave Pritchard

Program Leader: Dave Pritchard

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.

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 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.