

# COURSE SYLLABUS



COURSE TITLE: TMGT 370: Tourism Value Chain Management

CLASS SECTION: 001

TERM: Fall 2022

COURSE CREDITS: 3 Credits

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

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*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

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NAME: Carl Everitt

EMAIL: [everittc@camosun.bc.ca](mailto:everittc@camosun.bc.ca)

OFFICE: CBA 222

HOURS: Monday 9:00 am to 10: 00 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

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Rapidly growing technology, particularly the Internet, continues to profoundly alter the tourism and hospitality, business model. This course will examine the relationships that a tourism and hospitality operator must maintain to successfully run their business. This includes interactions with wholesalers, online travel agents (OTA's), service providers, and customers.

PREREQUISITE(S): C in TMGT 240 - Must be completed prior to taking this course.

CO-REQUISITE(S): N/A

EXCLUSION(S): N/A

## COURSE LEARNING OUTCOMES / OBJECTIVES

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1. Recognize the changes occurring within the wholesale travel and tourism market and develop strategies that respond to the implications of these changes.
2. Assess the costs and benefits associated with using online travel agents and develop strategies to successfully maintain these relationships.
3. Develop strategies to maintain positive customer relationships through online guest feedback portals and mobile applications.
4. Describe key strategies for optimizing search engine results and maintaining a successful online presence.
5. Negotiate beneficial agreements with key service providers, such as POS payment processors, after assessing operational needs.

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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There is no textbook required for this course. There is a complete set of readings that can be found in each of the modules on D2L. Students will be assigned weekly readings.

## COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

**Please note: All classes will be delivered in CBA 211**

Unit #	Topic	Assignments	Required Readings on D2L	Class dates
<b>Module: 1</b>	<b>Defining the tourism value chain</b>  Weeks 1 and 2		<ul style="list-style-type: none"> <li>• Course Introduction</li> <li>• An evaluation of the tourism value chain</li> <li>• Creativity and Innovation</li> <li>• Tourism value chain governance</li> <li>• The Tourism Global Value Chain</li> <li>• Introduction to the Disrupter Assignment.</li> </ul>	Thursday, September 8 <sup>th</sup> Monday, September 12 <sup>th</sup> Thursday, September 15 <sup>th</sup>
<b>Module: 2</b>	<b>The tourism value proposition</b> Week 3		<ul style="list-style-type: none"> <li>• Smart Tourism</li> <li>• The value of cruise Tourism</li> <li>• Antecedents of perceived value and its impact on tourism satisfaction</li> </ul>	Monday, September 19 <sup>th</sup> Thursday, September 22 <sup>nd</sup>
<b>Module: 3</b>	Demand and supply-driven tourism  Week 4	<b>Disrupter Presentations</b>	<ul style="list-style-type: none"> <li>• The Travel and Tourism Competitiveness report 2017</li> <li>• The Tourism Sharing Economy Experience</li> <li>• WTTC- Big Data final report</li> </ul>	Monday, September 26 <sup>th</sup>  Thursday, September 29 <sup>th</sup> <b>Quiz 1</b>
<b>Module: 4</b>	Wholesale travel disruption Weeks 5 and 6	<b>Disrupter Presentations</b>	<ul style="list-style-type: none"> <li>• How the Climate Turned Positive for Online Travel Companies</li> <li>• From Travel Agents to OTA's</li> <li>• Online Travel Agents (OTA's) and Their Dominance for Search Results</li> </ul>	Monday, October 3 <sup>rd</sup> Thursday, October 6 <sup>th</sup> Monday, October 10 <sup>th</sup> ( <b>No Class</b> ) Thursday, October 13 <sup>th</sup>
<b>Module: 5</b>	Cost-benefit analysis of OTA's Week 7	<b>Disrupter Presentations</b>	<ul style="list-style-type: none"> <li>• Why Red lion: Expedia and Marriot Raises Some Curious Questions</li> <li>• OTA Business Strategy</li> <li>• How the Climate Turned Positive for Online Travel Companies</li> </ul>	Monday, October 17 <sup>th</sup> Thursday, October 20 <sup>th</sup>
<b>Module 5</b>	Week 8	<b>Disrupter Presentations</b>	<ul style="list-style-type: none"> <li>• From Travel Agents to OTA's</li> <li>• Online Travel Agents (OTA's) and Their Dominance for Search Results</li> </ul>	Monday, October, 24 <sup>th</sup> Thursday, October, 27 <sup>th</sup>
<b>Module: 6</b>	Online customer relationship management Week 9	<b>Disrupter Presentations</b>	<ul style="list-style-type: none"> <li>• Impact of CRM on customer satisfaction: The case of budget hotels</li> <li>• Trip Advisor- Managing Your Online Reputation</li> <li>• Online Reputation Management- Case Study YHA-NZ</li> </ul>	Monday, October 31 <sup>st</sup> Thursday, November 3 <sup>rd</sup>

<b>Module: 7</b>	Adding value to Indigenous Tourism Week 10		<ul style="list-style-type: none"> <li>ITBC Audit 2012-2017</li> <li>TRC- Calls to Action report</li> <li>ITAC guide to indigenous tourism in Canada 2018 to 2019</li> <li>Aboriginal cultural experiences natural guidelines</li> </ul>	Monday, November 7th Thursday, November 10 <sup>th</sup>
<b>Module: 8</b>	Introducing technology into tourism and hospitality operations Week 11 <b>Quiz 2 Thursday, November 17<sup>th</sup></b>		<ul style="list-style-type: none"> <li>Getting the benefits of ICTs in tourism destinations</li> <li>Digital transformation through cloud PMS</li> </ul>	Monday, November 14 <sup>th</sup> Thursday, November 17 <sup>th</sup>
<b>Module: 9</b>	Digital Destinations Week 12	<b>Thursday, November 24<sup>th</sup></b>  <b>Consulting Project Presentations</b> <b>Consulting Project Presentations</b> <b>Teams 1, 2, 3,</b>	<ul style="list-style-type: none"> <li>Digital transformation initiative</li> <li>How the climate turned competitive for online travel companies</li> </ul>	Monday, November 21 <sup>st</sup> Thursday, November 24 <sup>th</sup>
<b>Module: 10</b>	Tourism distribution channels Week 13	<b>Monday, November 28<sup>th</sup></b> <b>Consulting Project Presentations</b> <b>Consulting Project Presentations</b> <b>Teams, 4 and 5</b>	<ul style="list-style-type: none"> <li>Social Media marketing report</li> </ul>	Monday, November 28 <sup>th</sup>  Thursday, December 1 <sup>st</sup>
<b>Module 10</b>	Tourism distribution channels  <b>Week 14</b>	Review of Final Team Written Report.  <b>Final Written Report Due Friday, December 16<sup>th</sup> at 11:30 pm via D2L</b>	<ul style="list-style-type: none"> <li>Social Media marketing report</li> </ul>	Monday, December 5 <sup>th</sup>  Thursday, December 8 <sup>th</sup>

Students registered with the Centre for Accessible Learning (CAL) whom 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

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DESCRIPTION	WEIGHTING
Assignment A: Quiz 1	20%
Assignment B: Individual Presentation Tourism Industry Disrupters	20%
Assignment C: Team Project	30%
Assignment D: Quiz 2	20%
Assignment E: Course Participation	10%
<b>TOTAL</b>	<b>100%</b>

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>

### Lecture Attendance

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.

is assigned based on the level of your constructive engagement in the weekly

### Due Dates and Late Assignments

The due dates are established by the course and term duration. The purpose of the due dates is to help both you and me 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 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 for 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>

## **CAMOSUN COLLEGE COURSE SYLLABUS**

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

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

Chair: Carl Everitt

Program Leader: Dave Pritchard

## STUDENT RESPONSIBILITY

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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

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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	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>

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Support Service	Website
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

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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

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### 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 the 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](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto: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 behavioral 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.