



## Cross Cultural Tourism - ATBO 208

### Adventure Tourism Business Operations Program

### Course Outline

COURSE IMPLEMENTATION DATE: April 2007  
OUTLINE EFFECTIVE DATE: September 2023  
COURSE OUTLINE REVIEW DATE: March 2028

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#### GENERAL COURSE DESCRIPTION:

This course is aimed at increasing awareness and sensitivity towards your own and other cultures. In an engaging and experiential setting, you become aware of the complex dynamics of cultural tourism and develop a base of skills and knowledge needed to facilitate cross-cultural adventure tourism in ways that are culturally-relevant and empowering. You also develop cross-cultural communication and conflict resolution skills as you explore issues related to the preservation of culture and heritage. Overall, you gain a critical perspective of the economic, cultural and environmental impacts and opportunities associated with this unique niche of adventure tourism.

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**Program Information:** This course is a required course of the Adventure Tourism Business Operations Diploma program. It is typically taken in the second year of ATBO studies.

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**Delivery:** This course is delivered face-to-face

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	30
Seminars / Tutorials	6
Laboratory / Studio Hours	
Practicum / Field Experience Hours	9
Other Contact Hours	
<b>Total</b>	<b>45</b>

#### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
<b>Total</b>	

**Course Outline Author or Contact:**

Laura Shaw, Bed, MA

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Signature

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**APPROVAL SIGNATURES:**

Department Head  
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Department Head Signature

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Dean Signature

EDCO

Valid from: September 2023 – March 2028

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Education Council Approval Date

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**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** None

**Corequisites:** None

**Flexible Assessment (FA):**

Credit can be awarded for this course through (FA)  Yes  No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>

Students should also contact an academic advisor at the institution where they want transfer credit.

**Prior Course Number:** N/A

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## **Textbooks and Required Resources:**

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

A variety of readings will be used in class.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

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## **LEARNING OUTCOMES:**

Upon the successful completion of this course, students will be able to

- demonstrate an understanding of cultural diversity and protocols of respect particularly as they impact (create barriers for) tourism activities;
  - describe and compare global travel trends based on evolving cultural imperatives;
  - celebrate cultural differences, welcome diverse range of customers, effective communication across cultures and interfacing with ones community;
  - describe and explain impacts of ethnocentrism, prejudice, racism, stereotypes, internationalization, indigenization, globalization, culture shock and cultural sensitivity;
  - assess cross-cultural problems and conflicts in the workplace and utilize culturally specific problem-solving strategies to resolve these;
  - describe how knowledge of various cultural dimensions such as power, individualism, and gender assist with understanding client needs and behaviours;
  - develop communication approaches that acknowledge culturally variable learning styles;
  - apply knowledge of cultural expectations, practices, and cross-cultural communication skills in the provision of tourism services;
  - describe and explain the differences between culturally renewing and culturally diminishing tourism activities;
  - demonstrate an understanding of and be capable of designing culturally sensitive tourism products;
  - design a culturally sensitive tourism activity; and
  - identify Canadian organizations and legislation contributing to cultural sensitivity.
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## **COURSE TOPICS:**

- Introduction
- Issues in Cross-cultural Relations
- Cross-cultural Effectiveness in Tourism
- Global Cross-cultural Tour Operators
- Cultural Tourism – From Items to Products/Services
- Managing Cultural Tourism

*See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.*

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## EVALUATION AND ASSESSMENT:

Assignments	% Of total Grade
Quizzes/Mini Assignments	20%
Assignment #1	10%
Assignment #2	15%
Assignment #3	25%
Mid-Term Exam	15%
Final Exam	<u>15%</u>
Total	100%

*Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments, and use of electronic aids.*

**Note:** Regular attendance is expected. Absence for more than three classes results in one grade loss for the final mark. Late assignments will lose 10% for each calendar day.

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## EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

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## COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

A grade of "D" grants credit, but may not be sufficient as a prerequisite for sequential courses.

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## ACADEMIC POLICIES:

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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## **COURSE CHANGES:**

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment, and marketing needs. The instructor will endeavour to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.