

## Introduction to Tourism - TOUR 111

### Tourism Management Certificate/Diploma Program

### Course Outline

<b>COURSE IMPLEMENTATION DATE:</b>	<b>May 1999</b>
<b>OUTLINE EFFECTIVE DATE:</b>	<b>September 2021</b>
<b>COURSE OUTLINE REVIEW DATE:</b>	<b>March 2026</b>

#### GENERAL COURSE DESCRIPTION:

This course is an introduction to the tourism industry and explores its role in the economy. The eight sectors of the tourism industry are examined and factors that have affected the industry are analyzed. Students gain skills to understand the necessary components for tourism development and investigate career paths and consider potential opportunities in this exciting field.

**Program Information:** This is a required course for the Tourism Management Certificate/Diploma program.

**Delivery:** This course may be delivered in both face-to-face and online formats.

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

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

#### Practicum Hours (if applicable): No

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:**

Becky Pelkonen, BPE, MSc, PBDM

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Signature

**APPROVAL SIGNATURES:**

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Department Head Signature

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Dean Signature

EDCO

Valid from: September 2021 – March 2026

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Education Council Approval Date

**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** Minimum 65% in either English 12, English Studies 12, English First Peoples 12, ENGL 090, or equivalent (refer to Course Equivalency information on the College Website).

**Co-requisites:** 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:** TOMA 111 ⇔⇔TRMP 111 ⇔⇔TOUR 111

**Date changed:** September 2018;

## 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:

Nickerson, Kerr & Murray (2014). *Snapshots: An Introduction to Tourism* (6<sup>th</sup> Canadian Edition) Introduction to Tourism and Hospitality in BC. Pearson: Toronto.

Westcott, M. (n.d.). Editor, *Introduction to Tourism and Hospitality in BC*.

*Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> 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

- define, understand and explore a variety of tourism terminology and concepts;
  - describe the characteristics of tourism;
  - define the interrelationship of the eight sectors of the industry and recognize the growth of different sectors;
  - identify evolving issues and trends in the tourism industry and discuss their implications;
  - identify travel motivators and travel generators;
  - assess the impact of tourism as a world-wide economic, environmental, cultural, political and social force;
  - describe the role and function of the professional, industrial and government organizations that impact tourism;
  - describe how tourism functions at the local, provincial and national levels;
  - explore personal attributes and abilities in the foundations developed in core courses in tourism to identify employment opportunities;
  - identify career paths and sources of career path information in tourism;
  - apply professional codes of ethics in tourism;
  - Identify tourism-related products at local, provincial and national levels and describe their impacts;
  - identify and discuss issues pertaining to inclusive and responsible tourism;
  - discuss the role and structure of tourism-related regional, national and international associations;
  - be aware of key transportation issues and how tourists travel into and around the province;
  - identify key provincial tourism attractions and destinations;
  - discuss how the unique geography of B.C. relates to tourism; and
  - identify global issues that may impact sustainable tourism.
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## COURSE TOPICS:

- Introduction to Tourism
  - Understanding Tourism
  - The Canadian Tourism Product
  - Historical Avenues
  - Careers in Tourism
  - Associations and Organizations
  - Tourism Guests / Tourism Hosts
- Indigenous Tourism
  - Indigenous Tourism Operators
  - History of Indigenous Tourism
  - Indigenous Tourism Organizations
- Components of a Tourism Destination
  - Tourism Planning
  - Tourism Development
  - Provincial Tourism Planning
- Components of Tourism
  - Transportation
  - Accommodations
  - Food and Beverage
  - Attractions
  - Events and Conferences
  - Adventure Tourism and Recreation
  - Travel Trade
  - Tourism Services
- The Future of Tourism
  - The Growth of Tourism
  - Issues Raising Concern in the Industry
  - Trends and Challenges for the Tourism Industry
  - Global Concerns
  - Climate Change

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

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## EVALUATION AND ASSESSMENT (Face-to-Face and Online Delivery):

Assignments	% Of Total Grade
Bi-weekly Assignments (5 @ 5% each)	25%
Bi-weekly Discussions (5 @ 5% each)	25%
Career Exploration Assignment	30%
Unit Exams (2 @ 10% each)	20%
Total	100%

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

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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

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program 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.