



CAPILANO UNIVERSITY

COURSE OUTLINE			
TERM: SPRING 2020		COURSE NO: TOUR 450	
INSTRUCTOR:		COURSE TITLE: Tourism Operations II	
OFFICE:	LOCAL:	SECTION NO(S):	CREDITS: 3.0
E-MAIL:			
OFFICE HOURS:			
COURSE WEBSITE:			

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode format.

COURSE PREREQUISITES

60 credits of 100-level or higher coursework.

CALENDAR DESCRIPTION

Building upon operational knowledge learned in lower level coursework, this course will focus on the strategic decision-making approaches that tourism firms need in order to run efficient, competitive, lean, and profitable operations. Through case studies and applied assignments, students will deepen their knowledge of the standards, design, and analysis of cost controls in a tourism business.

REQUIRED TEXTS AND/OR RESOURCES:

The instructor will provide reading material that would be available through the internet or through the Capilano Library online.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of the course, students will be able to do the following:

- Articulate how operations contributes to the achievement of a tourism business's strategic goals, and how the various functional areas of tourism businesses interrelate.
- Evaluate and use appropriate tools and techniques such as process flowcharting to improve efficiencies, manage revenue, control costs, and deploy materials and staff to maintain quality, ensure safety, and meet customer expectations.
- Analyze and apply supply chain management solutions and cost controls to manage business expenses while delivering on the company's brand promise.
- Assess approaches to solving operational problems specific to tourism businesses, then use them to analyze processes in all functional areas.

- Evaluate approaches to solving operational problems specific to tourism businesses.
- Evaluate operations processes within tourism businesses, develop solutions for operational problems, and create a business case for why added services or various product development strategies are good for profitability.
- Manage crisis situations in a tourism operations context.

COURSE CONTENT:

Week	Topics
1	Introduction to Tourism Operations II
2	Operations Concepts Review
3	Process Flows
4	Case Study Week
5	SERVQUAL
6-7	Lean Management
8	Case Study Week
9	Lean Six Sigma
10	Yield Management and Capacity Utilization
11	Managing Service Resources
12	Case Study Week
13	Continuous Operations Improvement
14-15	Final Exam Period

EVALUATION PROFILE

Assignments	40%*
Tests and Quizzes	30%
Presentations	10%
Final Report	20%
Total	100%

***Note:** No single assignment will be worth more than 35%

ASSIGNMENTS

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and Moodle site for a detailed breakdown.

Assignments: This course will include a combination of short written assignments (e.g. reading responses, primary source analysis, article review) and/or longer assignments such as a research essay.

Tests and Quizzes: This course will include a combination of quizzes and tests (e.g. pop quiz, midterm exam). The format of tests and quizzes will be determined by the instructor and may include a combination of true/false, multiple choice, short answer, matching, and essay questions.

Presentations: This course may include a presentation component, which may be an individual or group assignment (e.g. in-class debate, academic poster, research presentation). Detailed instructions will be provided in class and on Moodle.

Final Exam: The course will include a final exam that may be drawn from all class materials. The final exam may be cumulative (Please consult with your instructor). The final exam will be scheduled at a date to be determined by the Registrar's Office. Please plan to be available to write the final exam at any point during the final exam period. If you must make travel arrangements, assume that the final exam will be held on the final day of the exam period, and plan accordingly.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades: Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments: Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.: Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance: Students are expected to attend all classes and associated activities.

English Usage: Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices: Students may use electronic devices during class for note-taking only.

On-line Communication: Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT AND COURSE POLICIES

See Course Syllabus and Moodle for more details.