



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2020	COURSE NO: TOUR 191	
INSTRUCTOR:	COURSE TITLE: Tourism Destinations	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
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.

COURSE PREREQUISITES/CO-REQUISITES

None

CALENDAR DESCRIPTION

This course explores global destinations for touristic purposes by examining traveller motivations and expectations, tourism patterns, country and city iconic attractions, reasons why destinations are popular, world events that affect the tourism location, and how local culture and religion provide unique experiences. Using the International Air Transport Association (IATA) Traffic Conference Areas and Sub-Areas as a breakdown of global regions, students will use applied assignments, research, quizzes and presentations, to develop the essential knowledge required to sell and promote popular and emerging tourist destinations.

REQUIRED TEXTS AND/OR RESOURCES

Resources used by travel professionals in the workplace will be used, such as:

- World Travel Guide: <https://www.worldtravelguide.net/>
- Canadian Government: <https://travel.gc.ca/>

Additional assigned readings through e-learn and/or the Capilano University library

COURSE STUDENT LEARNING OUTCOMES

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

- Identify iconic attractions and describe what makes them popular
- Define traveller types and suggest the best destination to travel to that meets their requirements and needs
- Analyse the type of traveller that is attracted to specific countries

- Describe the experiences that international and domestic travellers want and can expect in a destination country
- Describe the effect that culture and religion have on a touristic destination country and city
- Analyze the effect that tourists have on culture and physical environment of the destination

COURSE CONTENT

Week	Topic	Reading/Activities
1	Welcome to the world of travel	
2	IATA Area 1: North America - Canada	
3	IATA Area 1: North America – USA & Hawaii	Student Presentation Hawaiian Culture/Language or emerging destination
4	IATA Area 1: North America – Caribbean	Student Presentation Cruises or emerging destination
5	IATA Area 1: North America – Mexico	Student Presentation Aztec History or emerging destination
6	IATA Area 1: South America – Peru, Brazil, Ecuador	Student Presentation Galapagos Islands or emerging destination
7	IATA Area 2: Europe – UK, France, Germany	Student Presentation Rhine River or emerging destination
8	IATA Area 2: Europe – Spain, Portugal, Italy	Student Presentation Wine Tourism or emerging destination
9	IATA Area 2: Europe – Greece, Turkey	Student Presentation Santorini or emerging destination
10	IATA Area 2: Middle East – Israel, Egypt	Student Presentation Jerusalem or emerging destination
11	IATA Area 2: Africa – Safaris: Kenya, Tanzania, S. Africa	Student Presentation Mt. Kilimanjaro or emerging destination
12	IATA Area 3: Oceania – Australia, New Zealand	Student Presentation Wine Locations or emerging destination
13	IATA Area 3: South West Pacific Islands – Fiji, Tahiti	Student Presentation Cook Islands or emerging destination
14-15	Final Exam Period	

EVALUATION PROFILE

Assessment	% of Final Grade
Assignments and presentations*	30% - 70%
Participation	0% - 10%
Product knowledge quizzes	20% - 50%
Final Exam	10% - 20%
Total	100%

*This consists of smaller assignments or quizzes. No one assignment will be worth more than 30%

Participation

Participation grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind.

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 eLearn site for a detailed breakdown for Assignments, Projects, Quizzes, Presentations, and the Final Exam.

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 eLearn; 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 familiarize 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