

COURSE OUTLINE		
TERM: Spring 2023	COURSE NO: TOUR 280	
INSTRUCTOR:	COURSE TITLE: Special Interest Tourism	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lilwat7úl (Lil'wat), xʷmə̌ł̓ ʔkʷəyəm (Musqueam), shíshálh (Sechelt), Skw̓xwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (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

Influenced by the Experience and Transformation Economies, seasoned travelers are demanding interest-based niche tourism experiences. Special Interest Tourism (SIT): Thana, Pop-Culture, Genealogy, Medical, Ethno, Indigenous and more, emerged to satisfy travelers' complex travel motivations, need for diversity, differentiation and individualism. Emergence of macro and micro niches from changing tourist demographics are also popularizing existing and new SIT destinations with exponential growth. This course explores the types, opportunities, rationales and costs for destinations to engage in SIT.

REQUIRED TEXTS AND/OR RESOURCES

No text book.

This course utilizes E-Learn. Reading package will be provided by instructor and available on eLearn.

COURSE STUDENT LEARNING OUTCOMES

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

1. Describe the development and driving forces behind the worldwide exponential growth of Special Interest Tourism (SIT).

2. Compare the characteristics of SIT visitors within the context of changing tourist demographic and consumption patterns.
3. Assess how visitors learn and create distinct memories of a destination and therefore the drive for SIT experiences.
4. Examine popular types of SIT experiences, development opportunities and impacts on the host destination.
5. Evaluate the viability, rationale, impacts, challenges and future prospects for destinations to develop SIT.
6. Articulate the emergence, scope, impacts and future prospects of SIT destinations.

COURSE CONTENT

WK	TOPIC(S)
	PART A: Introduction and Driving Forces
1 - 3	<p>Introduction: Special Interest Tourism (SIT)</p> <p>Driving Forces: Experience Economy and Transformation Economy</p> <p>Market Demographics: characteristics of the special interest tourist; changing patterns; macro Vs. micro niches and PROsumption</p>
	PART B: Special Interest Tourism (SIT) Experiences
4 - 5	<p>Overview of SIT forms</p> <ul style="list-style-type: none"> • Pop-Culture • Thana (Dark) • Medical & Wellness • Genealogy (Ancestral) • Authentic, Deep, Immersive and Slow: Cultural & Heritage; Ethno (Tribal) • Experiential with Expert Guides: Journalistic and Hobby Photography • Extreme Adventure • Gastronomy <p>Examples will be drawn from all over the world, including Canada's Indigenous Tourism.</p>
6 - 12	Currently trending SIT forms
	<ul style="list-style-type: none"> • Pop-Culture - <i>Film, Literature, Music, Beauty</i> (cosmetics retail, non-surgery & minor surgery) • Thana (Dark) • Medical & Wellness – critical and non-critical medical • Genealogy (Ancestral) <p>Examples will be drawn from all over the world, including Canada's Indigenous Tourism.</p>
13	PART C: Conclusion
	Issues and future of Special Interest Tourism (SIT)
14-15	Final Exam Period

EVALUATION PROFILE

Assessment	% of Final Grade
Assignments and Projects*	40% - 80%
Participation & Professionalism **	0% - 10%
Reflection Assignment	20% - 50%
Total	100%

* This consists of several smaller assignments and projects in a mix of individual and group settings as well as written and presented work. No one assignment will be valued at more than 35% of the final grade.

** Should there be Participation & Professionalism grade, these will be conducted in the formats of e-Learn and/or in-class discussion activities on select topics. Grades will be granted depending on quality of discussion results.

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 by E-learn upload at the designated time on the due date listed unless otherwise informed by your instructor. No late assignments will be accepted and a zero grade will be assigned. 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. Rescheduling will not be allowed for reasons such as holidays or work conflict, nor shall re-scheduling be possible after exams have been graded and returned. Please consult with your instructor. Final exams are to be written on the date and time scheduled

Attendance

Students are expected to attend all classes and associated activities. In the event of an emergency/unforeseen circumstances the student must notify the instructor by email. See course syllabus for penalties associated with missed attendance.

<https://www.capilanou.ca/media/capilanouca/about-capu/governance/policies-amp-procedures/senate-policies-amp-procedures/S1990-01-Attendance.pdf>

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, up to a maximum of 15% of the total mark for that assignment.

Students are encouraged to utilize the resources available via the Learning Commons located on the main floor of the Library Building (Writing Center, English Language Support, Math Learning Center)

<https://www.capilanou.ca/student-life/academic-support/learning-commons/>

Electronic Devices

Students may use electronic devices during class for note-taking only unless otherwise indicated by the instructor in the course syllabus or course eLearn site.

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 familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

See course syllabus