

FACULTY OF GLOBAL AND COMMUNITY STUDIES			
COURSE OUTLINE			
Term:	Fall 2015	Instructor:	
Course No (Section):	TOUR 190	Office:	
Course Name:	Destination Canada	Telephone:	
Credits:	3	E-mail:	
Classroom/Lab:		Office Hours:	
Scheduled:		Email Hours:	

COURSE FORMAT: 3 hours per week x 15 weeks, plus fourth hour activities

PREREQUISITES: None

FOURTH HOUR: Fourth hour activities for this course may include on-line instruction, small group meetings with faculty, tutorials, field trips, or industry events.

COURSE DESCRIPTION: This course focuses on increasing the student's knowledge of Canada as a tourism destination, developing awareness of the primary tourism destinations and the visitor experiences they offer. Students will gain awareness of existing and developing tourism destinations and products in Canada, and improve their understanding of traveller expectations, market needs, and challenges and opportunities facing Canada's tourism industry. Tourism associations that support tourism businesses and employees through marketing, training, and other services will be introduced, and students will connect with tourism businesses across Canada.

COURSE LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
<ul style="list-style-type: none"> • Demonstrate knowledge of tourism attraction locations and traveller experiences in major tourism destinations in Canada
<ul style="list-style-type: none"> • Understand expectations of travellers to Canada
<ul style="list-style-type: none"> • Describe the unique traveller experiences for Canada's Eastern, Central, Western, and Northern Regions
<ul style="list-style-type: none"> • Demonstrate knowledge of the Canadian tourism product as it relates to current and potential target markets
<ul style="list-style-type: none"> • Create a proposal for a tour operator focused on inbound travellers from an international target market
<ul style="list-style-type: none"> • Identify the importance of Aboriginal Tourism in Canada

- Identify tourism associations integral to the success of tourism businesses and individuals working in the tourism industry.
- Discuss the challenges and opportunities facing Canada’s tourism industry

EVALUATION PROFILE:

Assessment (Assignment details for each category posted on Moodle)	% Final Grade
1. <i>Assignment #1 – Your Canada Experience</i>	5%
2. <i>Spotlight on Canada Presentation</i>	15%
3. Quizzes 5 @ 5%	25%
4. Tour Proposal – Inbound International Market	20%
5. Cross Canada “Virtual” Travel Log	15%
6. Final Exam	20%
TOTAL	100%

GRADING PROFILE:

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

GRADING STANDARDS:

All writing assignments will be returned with a letter grade, assessed according to the grading standards outlined below. These standards are consistent with all courses in the School of Tourism Management.

A+	<p>All aspects of the work submitted are to exceptional standards.</p> <p>Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).</p>
A	<p>All aspects of the work submitted are to excellent standards.</p> <p>Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).</p>
B	<p>All aspects of the work submitted are to good standards.</p> <p>Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).</p>
C	<p>All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.</p> <p>Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).</p>

D	<p>Work submitted earns a minimal pass.</p> <p>Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).</p>
F	<p>All aspects of the work submitted are below adequate standards</p> <p>Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).</p>

REQUIRED TEXT and OTHER RESOURCES:

Esrock, R. (2013). *The Great Canadian Bucket List: One-of-a-Kind Travel Experiences*. Toronto: Dundurn Press Ltd.

Fischer, G. (2012). *Unforgettable Canada: 115 Destinations* (3rd ed.) Richmond Hill: Boston Mills Press.

Reading Package & Moodle Resources

COURSE CONTENT/SCHEDULE:

WEEK	TOPIC
1	Introductions Review: Course Outline / Course Learning Outcomes Overview of Canada's Seven Major Physical Regions, Provinces & Territories, Climate Zones, Vegetation, Wildlife
2	Canada's Tourism Organizations: Federal, Provincial, Regional Canada's Visitor Markets and Trends
3	Canada's Tourism Infrastructure / Security / Cross Border Issues
4	Focus on Canada's Atlantic Provinces: New Brunswick, Newfoundland and Labrador, Nova Scotia, Prince Edward Island Overview: History, Culture, Economics, Social, Tourism Infrastructure Unique characteristics / products: Newfoundland: L'Anse aux Meadows National Historic Site (UNESCO World Heritage Site) New Brunswick: Bay of Fundy Tidal Bore Nova Scotia: Peggy's Cove, Old Town Lunenburg (UNESCO World Heritage Site) Prince Edward Island: Canadian historical significance (2017- 150 years) Regional tourism organizations: Destination Marketing Organizations Parks and Recreation Case Study: Gros Morne National Park, Newfoundland (UNESCO World Heritage Site) Tourism Industry Partner for Applied Learning: Entrée Canada

5	<p>Focus on Canada’s Central Region: Quebec and Ontario</p> <p>Overview: History, Culture, Economics, Social, Tourism Infrastructure</p> <p>Unique characteristics / products: Quebec: Historic District of Old Quebec (UNESCO World Heritage Site) Ontario: Ottawa (Nation’s Capital), Rideau Canal (UNESCO World Heritage Site)</p> <p>Regional tourism organizations: Destination Marketing Organizations Parks and Recreation</p> <p>Case study: Niagara Falls, Ontario</p> <p>Tourism Industry Partner for Applied Learning: Tourism Industry Association of Ontario</p>
6	<p>Focus on Canada’s Prairie Provinces</p> <p>Overview: History, Culture, Economics, Social, Tourism Infrastructure</p> <p>Unique characteristics / products: Manitoba: Churchill Northern Lights, Wildlife Saskatchewan: RCMP Heritage Centre Alberta: Waterton Glacier International Peace Park (UNESCO World Heritage Site) Agri-tourism: A Growing Industry</p> <p>Regional tourism organizations: Destination Marketing Organizations Parks and Recreation</p> <p>Case study: Heads-Smashed-In Buffalo Jump, Alberta (UNESCO World Heritage Site)</p> <p>Tourism Industry Partner for Applied Learning: Agri-tours Canada Travel Alberta</p>
7	<p>Focus on Canada’s West Coast</p> <p>Overview: History, Culture, Economics, Social, Tourism Infrastructure</p> <p>Unique characteristics / products: British Columbia: Okanagan Region – Culinary and Wine Tourism Wilderness Resorts – Clayquot Wilderness Resort Pacific Rim National Park Gateway to Pacific Rim</p> <p>Regional tourism organizations: Destination Marketing Organizations Parks and Recreation</p> <p>Case study: Aboriginal Tourism - Haida Gwai, British Columbia</p>

	Tourism Industry Partner for Applied Learning: Squamish Lil'wat Cultural Centre Thomas Okanagan Tourism Association (TOTA) Tourism Association of BC (TIABC)
8	Focus on Canada's Northern Territories Overview: History, Culture, Economics, Social, Tourism Infrastructure Unique characteristics / products: Nahanni National Park (Unesco World Heritage Site) People: the Inuit and other Aboriginal peoples and Northerners. Economy: tourism industry, world-class diamond mines, oil and gas Regional tourism organizations: Destination Marketing Organizations Parks and Recreation Case study: Canada's North – Finding Balance Between Economic Growth and Sustainable Resources Tourism Industry Partner for Applied Learning: Northwest Territories Tourism
9	Sports Tourism: Mega-events, Sport Recreation, Adventure Recreation in Canada Cultural Tourism: Heritage, Arts and Culture in Canada
10	Travel Wholesalers: Global Partners Bringing Visitors to Canada
11	Canada's Tourism Challenges and Opportunities
12	Inbound Travel Tour Proposal Presentations
13	Final Review
14-15	Final Exam Period

UNIVERSITY POLICIES:

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

FACULTY POLICIES:
Attendance:

Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be

mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline.

Professional Behaviour:

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

Cheating and Plagiarism:

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published on the University website.

Penalties for Cheating & Plagiarism:

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Missed Exams & Quizzes:

Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

English Usage:

All assignments are marked for correct English usage, proofreading and formatting.

Assignments:

Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been obtained by the instructor.

Programmable Tools:

The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.

- Incomplete Grades:** Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.
- Copyright Policy:** Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.
- Emergency Procedures:** Students are required to familiarize themselves with emergency procedures posted in the classroom.

COURSE POLICIES:

- **Use of Electronics:** For this class, please turn cell phones to silent. A laptop is permitted for taking notes and is required for some in-class group work. Please bring it with you.
- **Field trips and 4th hour activities are mandatory for this course.** Any student having to miss a field trip or 4th hour activity must submit appropriate medical documents.
- **Punctuality** is expected: classes are short and it is disruptive to the class to have students showing up late. Lateness will affect your participation & professionalism grade. Late students may not be admitted into class until it is convenient for the instructor to let the student in.
- **Come prepared:** you should do your homework assignments and your readings regularly. All material in the textbook is examinable, and tests are cumulative.
- **Actively participate:** you should ask thoughtful questions, and contribute to discussions with examples and facts to back up personal opinions (do your homework, apply concepts to your own experiences).
- **Show respect for others:** by not talking or interrupting when someone is talking, listening so we don't have to waste class time repeating, and please use appropriate language during all conversations and correspondence.
- **Show respect for yourselves** by getting the most out of your class, making worthwhile contributions, and turning in quality work that you are proud of.
- **Show appreciation to our guest speakers:** for sharing their insights and experiences with us on their own time and at their own expense. Reviewing their profile in advance, actively participating, and giving them an enthusiastic welcome and send off are a few examples of how we can thank our speakers. We will also send thank you cards – you should think of one or two highlights from guest presentations and mention these in your thank-you letters (e.g. something that you liked or learned about through the guest speaker).
- **Keep on top of things:** please check your [Capilano email](#) account regularly, as well as your [Moodle](#) sites.