CAPILANO UNIVERSITY

COURSE OUTLINE	
TERM: Fall 2025	**COURSE NO:** TOUR 233
INSTRUCTOR:	**COURSE TITLE:** Cross Cultural Tourism
OFFICE: **LOCAL:** **E-MAIL:** @capilanou.ca	**SECTION NO(S):** **CREDITS:** 3
OFFICE HOURS:	
COURSE WEBSITE:	

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Sḵwx̱wú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səlilwətaɬ (Tsleil-Waututh), shíshálh (Sechelt), Sḵwx̱wú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

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
15 credits of 100-level of higher coursework

CALENDAR DESCRIPTION

This course will deal with differences between nations and cultures, and the ways in which these differences impact on the delivery of tourism services and programs to an international client base. The course is aimed at increasing participants' awareness of and sensitivity toward their own and other cultures and in increasing knowledge and skills competence in cross cultural settings as they relate to tourism. Through the presentation of information on communication theory and culture in general the link is made to cross-cultural communication, first in a global way, then to specific countries.

COURSE NOTE
TOUR 233 is an approved Self and Society course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES
All readings and resources that supplement course topics can be found on the TOUR 233 eLearn Page.

COURSE STUDENT LEARNING OUTCOMES

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

1. Identify and explain all major components of culture that have a direct and indirect impact on their activities related to clients, partners, staff and co-workers from a variety of cultures.
2. Demonstrate the knowledge and skills required to be effective and efficient in communicating across cultures.
3. Utilize tourism management techniques that are appropriate for a variety of cultures.
4. Describe and interpret communicative and other behaviours in cross-cultural situations.
5. Apply their knowledge of culture and cultural practices in both the general and particular to provide better and more meaningful levels of customer / client service.
6. Demonstrate added sensitivity to gender as it relates to cultural differences.
7. Design activities that are in concert with the cultural imperatives of specific clients.
8. Understand and learn how to deal with culture shock and reverse culture shock.
9. Apply knowledge related to the cultural sustainability of various tourism activities.
10. Practice cultural research strategies and skills related to an in-depth study of a culture relevant to the participants' current or future work experience.

Students who complete this Self and Society course will be able to do the following:

1. Identify potential root causes of local/global problems and how they affect local/global cultures, economies, politics, and policies.
2. Analyze the impact of colonialism and racism on Indigenous peoples.
3. Generate strategies for reconciling Indigenous and Canadian relations.
4. Explain how contexts (e.g. cultural, historical, colonial, economic, technological) shape identify formation and social structures.

COURSE CONTENT

Topics and discussions for TOUR 233 include:
- Worldview, Cultural Identity
- Definition of Culture
- Layers of Culture
- Cultural Dimensions
- Language and Communication
- Cultural Symbolism
- PESTEL and Culture
- Gender
- Chinese Culture, Confucianism, Guanxi, Mianzi
- Ethnocentrism, Prejudice, Racism
- Indigenous Knowledge, First Nations, Ethnic Minorities
- Culture Shock

NOTE: Topics, required readings and activities may change throughout the year due to field trips, guest speakers, unforeseen circumstances, etc. All readings and resources that supplement course topics can be found on the TOUR 233 eLearn Page.

EVALUATION PROFILE

Assignments*	30 – 60%
Presentations	10 – 20%
Discussions	10 – 20%
Case Studies	5 – 20%
Tests/Quizzes/Exams **	15 – 40%
TOTAL	**100%**

*This consists of several smaller assignments. No one assignment will be valued more than 30% of the final grade.
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The assignment/test/quiz/exam 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.

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 on the due date and time listed. Late assignment will be deducted 10% per day. 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.
*** Accommodations can be made to honour community needs and traditional practices.

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-services/

Capilano University Security: download the CapU Safe Alert 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 Policy and B.401.1 Sexual Violence 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