



COURSE OUTLINE			
TERM: Spring 2026		COURSE NO: TOUR 440	
INSTRUCTOR:		COURSE TITLE: Applied Research in Tourism	
OFFICE:	LOCAL:	SECTION NO(S):	CREDITS: 3.0
E-MAIL:	@capilanou.ca		
OFFICE HOURS:			
COURSE WEBSITE:			

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Skwxwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səliłwətał (Tsleil-Waututh), shíshálh (Sechelt), Skwxwú7mesh (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. This course may also be offered in mixed mode or online format.

COURSE PREREQUISITES

75 credits of 100-level or higher coursework including TOUR 327

CALENDAR DESCRIPTION

Applied Research in Tourism is a capstone course for the Bachelor of Tourism Management. Students will develop effective research skills to address issues or challenges in tourism, either from an academic or business perspective. Participants will learn how their own perspectives can alter the way that a research topic is approached and the outcomes that will be produced. Students will develop skills in applied research, gain advanced knowledge on specific topics, and generate a research paper that demonstrates their research capacity and specific knowledge.

COURSE NOTE

TOUR 440 is an approved Capstone course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

Reading materials will be distributed in class or online (eLearn).

COURSE STUDENT LEARNING OUTCOMES

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

1. Convert an issue/problem into a clear research study.
2. Design a research study to address a research question.
3. Review and evaluate relevant literature and other secondary sources related to the research question.
4. Develop a research tool to collect the information needed to address the research question.
5. Execute the research tool in an ethical manner.
6. Analyze the results from the research tool.
7. Interpret the results of primary and secondary research to address the research question.
8. Communicate and present the research study.

Students who complete this Capstone course will be able to do the following:

1. Identify a topic of inquiry or practice.
2. Gather and organize relevant research materials.
3. Evaluate, synthesize, and apply research findings.
4. Share findings or results in a means appropriate to a field of study.

COURSE CONTENT

TOPICS
<p>Introduction</p> <ul style="list-style-type: none"> The research process, selecting a research topic, identifying a research issue/problem <p>Research Proposal</p> <ul style="list-style-type: none"> Creating a research question Creating research objectives Preparing a research proposal <p>Literature Review</p> <ul style="list-style-type: none"> Reviewing literature and other secondary sources Preparing a literature review Research ethics <p>Research Methodology</p> <ul style="list-style-type: none"> Doing qualitative research Preparing a methodology Designing a research tool <p>Primary Research</p> <ul style="list-style-type: none"> Doing field work Conducting interviews <p>Analyzing and Interpreting Data</p> <p>Presenting & Reporting research study</p>

EVALUATION PROFILE

Assessment	% of Final Grade
Research Proposal	5 – 15 %
Literature Review	5 – 15 %
Methodology and Research Tool	5 – 15 %
Research Findings	5 – 15 %
Presentation	5 – 15 %
Participation, Learning Reflections, Feedback	0 -10 %
Final Report & Supporting Documents	20 - 40 %
	100%

*** No one assignment will be valued at more than 30% of the final grade.**

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 course site for a detailed breakdown.

Written Assignments: This course includes a combination of short written assignments (e.g., research proposal, literature review, methodology) and longer assignments (e.g., the written research report). All assignments will be completed as a group, but there are also individual components.

Participation: Successful completion of the course relies on ongoing group participation. The course is designed in a structured learning model that develops the skills necessary to complete the capstone project as a group.

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 unless otherwise stated in the course syllabus. If you anticipate handing in an assignment late, please consult with your instructor beforehand. See course syllabus for penalties associated with late assignments.

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. Accommodations can be made to honour community needs and traditional practices.

Attendance

Students are expected to attend all classes and associated activities. Attendance is mandatory if the delivery of this course is through a weekend based format. Penalties associated with missed classes can be found on the course syllabus.

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 or when working in groups on tasks assigned by the instructor.

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