

Business Administration

Course Number:	BUAD 358
Course Title:	GLOBAL TRENDS IN TOURISM AND HOSPITALITY
Credits:	3
Calendar Description:	This course explores current trends in the global tourism and hospitality sector with an emphasis on the challenges facing the sector and its responses. Case studies address current and relevant topics such as transportation, destination management, marketing, and distribution management. Current developments in social media, corporate social responsibility, and sustainability are analyzed with the tourism context.
Semester and Year:	WINTER 2021
Prerequisite(s):	BUAD 115 or BUAD 206 or TOUR 105
Co-requisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	No
Substitutable Courses:	No
Transfer Credit:	Yes

Professor

Name	Phone number	Office	Email
Michael Conlin <i>Course Captain</i>	762-5445 #4525	Kelowna: E222	mconlin@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to:

- Identify and assess 10 major trends or forces that impact tourism and hospitality industry.
- Define the size and scope of the tourism and hospitality industry and its many complexities.
- Examine industry sector trends and implications for the future.
- Describe the challenges facing the key tourism industry sectors.
- Analyze and evaluate possible solutions to issues facing the tourism and hospitality industry.
- Employ the Delphi Method survey methodology in forecasting.

Course Objectives

This course will cover the following content including:

- The current state of trends identification in the tourism and hospitality industry.
- Internal factors that impact future trends including products, services, and support systems.
- External factors that impact future trends including social, political, and economic trends.

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.