



School of Business & Creative Design

HOSPITALITY AND TOURISM MANAGEMENT PROGRAM

Course Outline – Term Winter 2014

HAT 4073

Tourism Trends

Prepared by: Marilyn Neville Winter 2007

Revised by: Marilyn Neville December 2013

Approved by: Yvonne Clarke, Associate Dean

Prerequisite: none

Corequisite: none

1. Course Description

This course will broaden the student's perspective of how industry's product development meets consumer needs and succeeds in the current business climate. Examination of current trends in special interest tourism products including cultural tourism, hard or soft adventure, volunteer tourism, eco (green) tourism and spa tourism will occur within a responsible, sustainable tourism planning context.

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

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No

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Yes

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

1. Discuss the increasing importance of responsible, sustainable, community tourism planning and destination marketing
2. Discuss emerging Tourism Trends and their impact on operators, destinations, and the consumer
3. Describe the impact of terrorism on Tourism
4. Debate the social, cultural, economic, and environmental impacts of emerging tourism products on a destination
5. Recommend special interest tourism products to specific target markets

4. Learning Objectives

		Learning Outcome Reference Number
Unit 1		
1. 1	Define sustainable and responsible tourism	[1,2]
1. 2	Identify social, cultural, economic, and environmental impacts of tourism	[1,2]
1. 3	Identify current and future challenges faced by Canada and Ontario as destinations	[1,2,3]
1. 4	Define "Destination Marketing Organizations"	[1]

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| 1. 5 | Explain the role that government and private public tourism organizations play within the tourism industry | [1] |
| 1. 6 | Discuss the challenges faced by destination brand builders | [1] |
| 1. 7 | Debate impacts of a current tourism product proposal | [1,4] |

Unit 2

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| 2.1 | Define terrorism | [3] |
| 2.2 | Discuss the impact of terrorist activities on the tourism industry | [3] |
| 2.3 | Research the safety of a vacation selection prior to booking | [3] |
| 2.4 | Create a safety checklist for travelers | [3] |
| 2.5 | Outline the changes to security measures at transportation depots as a result of recent terrorist activities | [3] |

Unit 3

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| 3. 1 | Define ecotourism using international examples | [1,2,4] |
| 3. 2 | Match demographic and psychographic characteristics of the niche market for the eco-tourist focused experience | [1,2,4,5] |
| 3. 3 | Debate the effectiveness of ecotourism as a method of preserving the environment | [1,2,4,5] |
| 3. 4 | Develop strategies that could be employed by destinations to ensure a sustainable ecotourism product | [1,2,4,5] |
| 3. 5 | Differentiate hard and soft adventure tourism products | [2,4,5] |
| 3. 6 | Match demographic and psychographic characteristics of the niche markets for different types of adventure tourism | [2,4,5] |
| 3. 7 | Research, via the internet, international adventure products currently offered | [2,4,5] |
| 3. 8 | Discuss the planning requirements for adventure tourism product development | [1,2,4] |

Unit 4

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| 4. 1 | Define dark tourism, using international examples | [2,4] |
| 4. 2 | Explore specific products currently offered to the dark tourist | [2,4,5] |
| 4. 3 | Apply Epperson's theory of motivation to dark tourists | [5] |
| 4. 4 | Recognize the overlap between educational, historical and cultural tourism with dark tourism | [1,2,4,5] |
| 4. 5 | Discuss the challenges tourism operators face as "custodians of our history" | [2,4] |
| 4. 6 | Define, using international and domestic examples, cultural tourism | [1,2,4,5] |
| 4. 7 | Examine the trend of "slumism" and "poorism" for those seeking an authentic cultural tourist product | [1,2,3,5] |
| 4. 8 | Differentiate between the culturally motivated, culturally inspired and culturally attracted tourist | [2,5] |
| 4. 9 | Discuss challenges faced by destinations in order to protect their culture while ensuring sustainability | [1,2,4] |
| 4. 10 | Define and discuss aboriginal tourism in Canada | [1,2,4,5] |

Unit 5

- 5. 1 Explore sex tourism, identifying international destinations and product offerings [1,2,4,5]
- 5. 2 Match the demographic and psychographic characteristics of the sex tourist to sex tourism product offerings [4,5]
- 5. 3 Debate the pros and cons of legalized sex as a component of tourism planning [2,4]
- 5. 4 Investigate the travesty of the involvement of children in the sex tourism trade [2,4]
- 5. 5 Define, "Volunteerism" and provide examples [1,2,4,5]
- 5. 6 Match demographic and psychographic characteristics of the Volunteer niche market [5]
- 5. 7 Research, via the internet, volunteer opportunities available to people who wish to aid others as their vacation choice [5]
- 5. 8 Discuss how a destination's development of Volun-Tourism is a key to ensuring sustainability [1,4]
- 5. 9 Define, using examples, Wellness Tourism, Medical Tourism, Surgical Vacations, Spas, Procreation and Conception Tourism [2,4,5]
- 5. 10 Discuss rationale for people selecting to travel for these purposes [2,5]
- 5. 11 Differentiate Spa Resorts and Resort Spas [2,5]
- 5. 12 Outline challenges faced by the spa industry in Canada [2]
- 5. 13 Brainstorm potential products that could be developed to meet the needs of a special interest tourist [2,5]

5. Resource Supplies

a. Required:

Class discussion, notes and assigned readings

A student print account will need to be established in order to print in-class computer based assignments

b. Supplemental:

Simon Hudson, Marketing for Tourism and Hospitality, A Canadian Perspective, 2nd Edition, ISBN# 017644047-3

Various readings related to the course topic will be assigned for the purpose of discussion and review. The student is encouraged to utilize various sources of current knowledge including the large selection of periodicals the resource centre and the thousands of related sites on the World Wide Web.

6. Methodology

This course will consist of lectures, independent learning, class activities and audiovisual presentations designed to explain the concepts and principles necessary for successful completion of this course. Group/Individual projects, assignments, hands on application,

presentations and visiting guest speakers will be used as a means of sharing information. The use of case studies and situational analysis offer students an opportunity to be involved in actual problems or situations faced by Hospitality and Tourism professionals.

7. Student Evaluations

The following elements will determine the student's final grade:

Test One	20%
Test Two	20%
Test Three	20%
Debates (2@ 15%, 1@5%)	35%
<u>In Class Assignment</u>	<u>5%</u>
Total	100%

Missed Test Policy

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time
- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

Due Dates and Late Submissions

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction. Late submissions will be penalized at 10% per day.

Final Grades

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

The passing grade in this course is a D. For further clarification, the student may consult with the Program Coordinator or the Dean.

8. Academic Integrity

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the [Students Rights and Responsibilities Policy](#), located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#)

9. Related Items

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

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Yes

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No

If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.