

Business Administration

Course Number:	TOUR 105
Course Title:	INTRODUCTION TO TOURISM
Credits:	3
Calendar Description:	This course provides students with an understanding of the complex nature of tourism including economic, environmental, and social impacts. Topics include components of the tourism industry; linkages between tourism and hospitality; the size, scope and infrastructure of the tourism industry; trends and issues in the industry; travel motivators; career opportunities and the role of management.
Semester and Year:	WINTER 2023
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	TOUR 200, BUAD 351 and BUAD 358
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	This course is also offered as BUAD 115. Students with credit for BUAD 115 or BUAD 206 cannot take TOUR 10

David Rubadeau

Professors

Name	Phone number	Office	Email
[REDACTED]			

Course Schedule :

Date		Topic	Textbook
2023 Week of		Monday January 9 th , First day of class Monday February 20 th , Statutory Holiday (no classes) February 21 st thru 24 th , Mid-semester study break Friday April 7 th and Monday April 10 th , Statutory Holidays (no classes) Friday April 14 th , Last day of class	
Jan	10	Who are we? Why are we here? Kicking off TOUR 105 / BUAD 115	
	12	Introduction, History, and Overview	Chapter 1
	17	Transportation	Chapter 2
	19	Accommodation	Chapter 3
	24	Food and Beverage Services Written assignment #1 – Due Jan 26 (10%)	Chapter 4
	26	Adventure and Recreation	Chapter 5
	31	Entertainment Attractions	Chapter 6
Feb	2	Events, Conferences, and the Travel Trade	
	7	Travel Services Written assignment #2 – Due Feb 9 (10%)	Chapter 7
	9	Group Project Assignments Start	
	14	Services Marketing	Chapter 8
	16	Services Marketing	Chapter 8
	21	MID-SEMESTER STUDY BREAK	
	23	MID-SEMESTER STUDY BREAK	
	28	Customer Service	Chapter 9
Mar	2	Customer Service	Chapter 9
	7	MidTerm Exam (20%)	
	9	Group Project Presentations (15%)	
	14	Group Project Presentations (15%)	
	16	Group Project Presentations (15%)	
	21	Environmental Stewardship and Sustainability	Chapter 10

