


Business Administration

Course Number:	TOUR 235
Course Title:	Rural and Agri-Tourism Development
Credits:	3
Calendar Description:	This course examines tourism in diverse rural environments with a particular focus on agri-tourism as a niche tourism product/ experience which links rural and urban food systems. The social, cultural, environmental and economic aspects of rural tourism development are discussed. Regional, national, and international case studies are used to investigate the unique characteristics of agri-tourism and its contributions to sustainability.
Semester and Year:	Winter 2024
Prerequisite(s):	TOUR 105 or BUAD 115 or BUAD 206
Corequisite(s):	
Prerequisite to:	
Final Exam:	No
Hours per week:	3
Graduation Requirement:	
Substitutable Courses:	
Transfer Credit:	3
Special Notes:	
Originally Developed:	July 2020
EDCO Approval:	
Chair's Approval:	

Evaluation Procedure

Individual Learning Activities	15%
Individual Photo Essay	15%
Individual Concept Map	15%
Group Destination Case Study Presentation	15%
Individual or Group Experience Development	10%
Individual Final Exam	30%
Total	100%

Required Texts/Resources

Slocum, S. L., & Curtis, K. R. (2017). *Food and agricultural tourism: Theory and best practice*. Routledge.

The required text shown above and additional assigned reading/viewing will be available free in Moodle.

Notes:

Detailed information about assignments and course schedule are available in Moodle. Assignments with due dates are in **bold** on the course schedule that follows.

All deliverables must be submitted via the appropriate Moodle dropbox on or before the due date unless an extension is approved in advance. Late submissions will receive a mark deduction penalty as determined by the professor.

Students outside the TOUR diploma may take this course as an elective but are responsible for ensuring that this course fits within their program and supports their graduation requirements. A Waiver signed by the Dean may be required.

This course is delivered asynchronously online using Moodle. However, there are components that may be completed asynchronously via online written discussion forums or synchronously through discussion seminars in zoom from 9:30-10:50am on Wednesdays, Jan 17, Feb 14, Mar 31, Apr 10. These options are underlined on the course schedule.

In addition, an agritourism field experience is required. Students may participate in a planned field trip tentatively scheduled for Wednesday, hi8.6 (ed a)10.5 (s1 (n a)10 Td()p9 (a m)-5.Ad6.6 (i)2.6)TJ[nac

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.”