



School of Business and Leadership

TOUR300

Tourism and Culture

Spring 2021

3 Credits

Course Outline

INSTRUCTOR: Hillarie Zimmermann

OFFICE HOURS: By Appointment

OFFICE LOCATION: A2431

CLASSROOM: Online/TBD

E-MAIL: hzimmermann@yukonu.ca

TELEPHONE: (867) 333-5157

DATES: May 7 – June 11, 2021

COURSE DESCRIPTION

The Tourism and Culture course is designed to introduce students to tourism in the Yukon. Students will discuss the latest issues and trends in tourism both internationally and locally and will learn how to plan, implement, and evaluate tourism experiences in environmentally and culturally sensitive ways. The course will focus on the principles of sustainable tourism and examine the unique characteristics of indigenous tourism. Students will also have the opportunity to vision a future for sustainable tourism in the Yukon using Yukon specific frameworks. Students will learn about Yukon tourism operators, First Nation Cultural Centres and national and territorial industry associations.

COURSE REQUIREMENTS

Prerequisite(s):

COMM 200 Intercultural Communication for Business

MKTG 231 Marketing Management

And one of the following:

MKTG 300 Marketing Research

ECDV 300 Creativity and Innovation in Small Business

LEAD 300 Multi-Jurisdictional Business

Or permission of the School of Business & Leadership

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Describe the characteristics of tourism and define tourism terminology and concepts.
- Identify key tourism industry sectors and describe the role that tourism plays in the broader economy.
- Explore the unique characteristics of indigenous tourism and the role of First Nation Cultural Centers in supporting tourism and culture in Yukon First Nation communities.
- Identify and examine tourism products in the Yukon and analyze the processes used to plan, design, deliver and market successful tourism products.
- Critically assess and appreciate the social, cultural, environmental and economic impacts of tourism in the Yukon.
- Collaboratively vision a future for tourism in the Yukon and discuss possible challenges and opportunities for sustainable development.
- Apply business concepts to approach challenges and opportunities in the tourism sector.

COURSE FORMAT

Weekly breakdown of instructional hours and Delivery Format

This course will be delivered using both asynchronous and synchronous learning models. Students will meet with the instructor once a week for two hours of direct contact and will also complete a variety of discussion and activities throughout the week on their own time. This will be an additional three to five hours per week. To the extent possible, the class will connect directly with Yukon tourism operators and industry experts through site visits and in person discussions. Students are expected to attend three, full-day field sessions that will happen throughout the course.

EVALUATION

Assignments	60 %
Final project and presentation	30 %
Leadership & Engagement	10 %
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

Open Education Textbook - BCCampus Open Textbook - Introduction to Tourism and Hospitality in BC - available free online

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by

others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE

Dates	Topics	Schedule
May 7	Setting the stage: Introduction and overview of tourism industry	Online Scheduled Session - Friday, May 17 - 10:00 a.m. to 12:00 p.m.
May 8 - 14	Overview of tourism in the Yukon	Self-Paced - May 8 - May 14 Online Scheduled Session - Friday, May 14 - 10:00 a.m. to 12:00 p.m.
May 15 - 21	Tourism Product Development Indigenous Tourism	Self-Paced - May 15 - May 21 May 21 - Field Trip - Face to Face - 8:30 to 4:30
May 22 - 28	Economic, environmental, cultural, and social impacts of tourism	Self-Paced - May 22 - May 28 May 28 - Field Trip - Face to Face - 8:30 to 4:30
May 29 - June 4	Opportunities and challenges for the tourism industry	Self-Paced - May 29 - June 4 June 4 - Field Trip - Face to Face - 8:30 to 4:30
June 5 - 11	Sustainable tourism and the future of tourism	Self-Paced - June 5 - 11 Online Scheduled Session - Friday, June 11 - 10:00 a.m. to 12:00 p.m.