

	School of Business and Leadership
	<b>TOUR300</b> <b>Tourism and Culture</b>
	<b>Spring 2024</b> <b>3 Credits</b>
<b>Course Outline</b>	

**INSTRUCTOR:** Shannon Allen

**E-MAIL:** [sallen1@yukonu.ca](mailto:sallen1@yukonu.ca)

**DATES:** May 10 – June 14, 2024

- **Monday to Thursday – online self-pace**
- **Fridays 8:30:00a.m to 4:30:00p.m – Yukon University classroom #**

**COURSE DESCRIPTION**

The Tourism and Culture course is designed to introduce students to tourism in **Canada and** -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.

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**COURSE REQUIREMENTS**

Prerequisite(s): ~~(none or list of course codes)~~  
 Corequisite(s): ~~(optional, remove if not applicable)~~  
 Cross-listed or Excluded Courses: ~~(optional, remove if not applicable)~~  
[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](#)

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**EQUIVALENCY OR TRANSFERABILITY**

[www.yukonu.ca](http://www.yukonu.ca)

Receiving institutions determine course transferability. Find further information at:  
<https://www.yukonu.ca/admissions/transfer-credit>.

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### **~~YUKON FIRST NATIONS CORE COMPETENCY~~**

*~~Required only for courses that meet the Yukon First Nations Core Competency (delete if not applicable)~~*

~~Students who successfully complete this course will have achieved core competency in knowledge of Yukon First Nations. By the end of this course, students will have greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination. For details, please see [www.yukonu.ca/yfnccr](http://www.yukonu.ca/yfnccr)~~

### **LEARNING OUTCOMES**

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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 become familiar with 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**

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This course will be delivered using both asynchronous and synchronous learning models.

Students will meet with the instructor once a week from 8:30 a.m. to 4:30 p.m. and will also complete a variety of discussion and activities online (Moodle) throughout the week on their own time. This will be an additional three to five hours per week.

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.

### **~~Weekly breakdown of instructional hours~~**

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~~It is recommended that instructors include breakdown of instruction time and an estimate of expected work outside of instructional hours.~~

*E.g. xx lecture, xx lab, and xx tutorial (instructional hours might include field activities, practicums, internships, online learning activities, or other instructional hours). It is expected that this course will require xx hours/week of homework and additional reading. It is important to note that the time required will vary by individual.*

#### **Delivery format**

*Include a statement of delivery that provides an indication of the mode of delivery including online, blended, face-to-face. Synchronous and/or asynchronous components could be specified for courses with online delivery formats.*

*E.g. This course will be delivered in a blended format. Students will be required to attend some face-to-face sessions on-campus and complete an assortment of synchronous and asynchronous online activities.*

#### **EVALUATION**

<u>Assignments x 3</u>	60% <del>xx</del>
<u>Final Project and Presentation</u>	30% <del>xx</del>
<u>Leadership and Engagement</u>	10% <del>xx</del>
<u>Total</u>	100%

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*Include a brief description of the means (assignments, examinations, tests, quizzes or other forms of student evaluation) by which student performance will be evaluated.*

#### **COURSE WITHDRAWAL INFORMATION**

Refer to the YukonU website for important dates. *Instructors can edit to include term-specific withdrawal date if they like.*

#### **TEXTBOOKS & LEARNING MATERIALS**

*Required and optional textbooks and learning materials including necessary software and equipment (e.g. lab coat, goggles, paint brushes etc.). Also list computer requirements and/or need for reliable Internet access, etc., as necessary.*

Open Education Textbook - BCCampus Open Textbook - Introduction to Tourism and Hospitality in BC 2<sup>nd</sup> Edition (2021) - available free online

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Other required reading and supplemental resources will be listed within the online platform.

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#### **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

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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.

### ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: [access@yukonu.ca](mailto:access@yukonu.ca).

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### TOPIC OUTLINE

*At minimum, instructor should include a list of topics to be covered, including a list of lab topics, if applicable.*

<u>Dates</u>	<u>Topics</u>	<u>Schedule</u>
<u>May 10</u>	<u>Introductions - getting to know Yukon and each other, course overview and preparing for assignments.</u>	<u>Classroom Session - Friday, May 10 - 8:30 to 4:30</u>
<u>May 11-17</u>	<u>Setting the stage: Introduction and overview of tourism industry in Canada and in Yukon</u>	<u>Self-Paced - May 11 to May 16</u> <u>Classroom Session - Friday, May 17 - 8:30 to 4:30</u>
<u>May 18-24</u>	<u>Indigenous Tourism</u> <u>Field trip location TBD</u>	<u>Self-Paced - May 18 to May 23</u> <u>May 24 - Field Trip - Face to Face - 8:30 to 4:30</u>
<u>May 25-31</u>	<u>Economic, environmental, cultural, and social impacts of tourism</u> <u>Field trip location TBD</u>	<u>Self-Paced - May 29 to June 4</u> <u>June 4 - Field Trip - Face to Face - 8:30 to 4:30</u>
<u>June 1-7</u>	<u>Opportunities and challenges for the tourism industry</u> <u>Field trip location TBD</u>	<u>Self-Paced - June 1 - June 6</u> <u>June 7 - Field Trip - Face to Face - 8:30 to 4:30</u>
<u>June 8-14</u>	<u>Sustainable tourism and the future of tourism</u> <u>Student final presentations</u>	<u>Self-Paced - June 8-13</u> <u>Classroom Session - Friday, June 14 - 8:30 to 4:30</u>

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