

## PERS 1300 Course Syllabus



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#### Course description

The University of Manitoba *Undergraduate Calendar* describes this course as follows:

To provide an introduction to tourist behaviour and the tourism system through an overview of: why people travel; the components of tourism; the scope and organization of tourism in Canada; and the interrelationship between recreation and tourism. May not be held for credit with REC 1200 (123.120).

Tourism is a dynamic and growing sector that plays an important role in economic and social development in Canada. This course sets the foundation for tourism studies by exploring basic concepts of travel and provides a comprehensive overview of the eight components of the tourism sector. It provides an introduction to leisure travel in the context of how tourism is organized in Canada.

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#### Course goals

Upon successful completion of this course you should be able to:

1. Identify the major concepts and terms used in the tourism sector and the study of tourism.
2. Track the development of the tourism sector.
3. Define the organization and scope of the tourism sector and tourism services in Canada.
4. Identify career opportunities in the tourism sector.
5. Identify trends and future challenges in tourism.

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#### Course materials

##### Required

##### Bookstore

The following required materials are available for purchase from the [University of Manitoba Bookstore](#). Please order your materials immediately, if you have not already done so. See your [Distance and Online Education Student Handbook](#) for instructions on how to order your materials.

## Textbook

- Nickerson, N. P., Kerr, P., & Murray, W.C. (2014). *Snapshots: An introduction to tourism* (6th edition). Scarborough, ON: Pearson Education Canada (ISBN: 978-0-13-260516-8).

Ensure that you purchase a copy of the textbook that includes the companion website access: [www.pearsoned.ca/nickerson](http://www.pearsoned.ca/nickerson)

An eText option is available through an online service at <http://www.coursesmart.com> (ISBN-13: 978-0-13-702324-0). Note that while the price will be less than the cost of purchasing the textbook, there may be restrictions such as time-limited access or you may not be able to download and print.

## University of Manitoba Libraries

- You must have access to the University of Manitoba Library database collections as many of the required readings for this course will be found there. See course schedule for the detailed list.

## Course overview

This course will consist of a combination of lectures, guest speaker, videos, website activities, individual note taking and learning activities.

## Topics

<b>Unit 1: Understanding Tourism</b>	What is tourism? Why is tourism important?
<b>Unit 2: Tourism Guests</b>	How do we classify travelers? What motivates travelers?
<b>Unit 3: Tourism Hosts &amp; Marketing</b>	Who are tourism hosts? How do they affect the tourism sector? What are the problems tourism hosts encounter? What is unique about tourism marketing?
<b>Unit 4: Planning and Development</b>	Why should we plan for tourism? What are some pitfalls of poor planning?
<b>Unit 5: Transportation</b>	We all use transportation to reach and get around tourism destinations. How have transportation changes affected tourism?
<b>Unit 6: Lodging</b>	Where we choose to sleep during the night when travelling impacts the quality of the trip.
<b>Unit 7: Food &amp; Beverage</b>	No matter where we go or what we do, our need for food never leaves us.
<b>Unit 8: Attractions</b>	Attractions can be man-made or natural. How do we design them? Who owns them?
<b>Unit 9: Adventure Tourism &amp; Outdoor Recreation</b>	Are you a skier? Are you a paddler? Do you dream of living near the ocean or mountains? What is adventure tourism and outdoor recreation's relationship to tourism?
<b>Unit 10: Events</b>	Whether you work for a restaurant, hotel or attraction, many of you will organize an event such as a wedding, festival, trade show or meeting.
<b>Unit 11: Travel Services</b>	How do you book your travel arrangements? This is about how travel is sold.
<b>Unit 12: Tourism Services</b>	This is the tourism sector's "support group" that specializes in serving the needs of tourism businesses, not the visitor.
<b>Unit 13: Challenges &amp; Tourism's Future</b>	What are the opportunities and challenges ahead for the tourism sector?

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## Learning activities

In this course you will have three major sources of information: the textbook, fellow students, and the synopsis material presented by your instructor on the course website. They are meant to be used together in the following fashion:

#### **Knowledge building through individual activity:**

You will be asked to complete a series of readings for each unit. This includes the following possible items: sections from the textbook, articles from the University of Manitoba Library collection, and relevant tourism websites. You can read these in any order, however it is suggested you complete all the readings before commencing the other activities in the unit. Within every unit you will be asked to complete a quiz. These quizzes will not contribute to your course grade but will be used as a touchstone for individual learning. The unit content of the subsequent unit will not be made available until you have achieved a minimum mark on the quiz.

#### **Knowledge building through collaboration:**

You will be asked to share your thoughts through the discussion forums as part of the course participation and this will also assist you in the completion of the mini assignments. Although there is no assessed “group work” in this course communication with your fellow students will help you to solidify your thoughts and give you insights into different perspectives on the course. It is important to make use of this opportunity.

#### **Knowledge building through reflection:**

Over the course of the semester you will be asked to complete a variety of exercises that ask you to apply the concepts of the unit to your own experiences past, present and future. Fifteen of these exercises must be submitted for evaluation (mini-assignments).

#### Evaluation and grading

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##### Distribution of marks

For each piece of work you will receive a percentage mark. That mark, as a portion of your coursework will receive the weighting noted below.

<b>Evaluation</b>	<b>Percentage</b>
1. Mini-Assignments (10)	15%
2. Think Piece	25%
3. Case Study	60%
Total	100%

##### Assignments

#### **1. Mini- Assignments 15%**

During the semester, students will be asked to complete 10 of the possible 20 mini assignments found within the units for assessment towards the final grade. Mini assignments are due at the completion of each unit. You may not return to a unit to submit a mini assignment once a due date has passed.

#### **2. Think Piece 25%**

Students are required to write a maximum 5-page paper in APA format based on one of two options. One option will have a research focus while the other will have a more applied focus.

#### **3. Case Study 60%**

In this hypothetical case study you will assume that you have secured employment to assist the minister of tourism in a location of your choice. Your minister has been directed to pursue tourism as an economic and social development opportunity. Using knowledge gained throughout the course and secondary sources, you will document the overall current tourism situation of your selected location and then analyze the location for future tourism opportunities and marketing. This project will be completed in two parts, each part with a value of 30% for a combined total of 60%.

**Note:** Detailed instructions about the assignments are found in the assignment folder in your course website.

##### Assignment due dates

Consult your course schedule and the announcement for the assignment due dates.

#### Grading scale

Letter grade	Percentage grade	Description
A +	95 – 100	Exceptional
A	85 – 94.9	Excellent
B +	80 – 84.9	Very Good
B	75 – 79.9	Good
C+	70 – 74.9	Satisfactory
C	60 – 69.9	Adequate
D	50 – 59.9	Marginal
F	less than 50	Failure

**Note:** All final grades are subject to departmental review. Grades will be assigned using percentage-based grading and the standard letter grade system used at the University of Manitoba. The grading scheme may be adjusted slightly based on the grade distribution.

#### Passing Grade

A minimum grade of "C" is required to pass all faculty-required courses. Students will be permitted to repeat a failed faculty-required course only once while in the program. Students who fail the same faculty-required course twice will normally be required to withdraw from the program.

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#### Plagiarism, cheating, and examination impersonation

You should acquaint yourself with the University's policy on plagiarism, cheating, and examination impersonation as detailed in the General Academic Regulations and Policy section of the University of Manitoba Undergraduate Calendar. Note: These policies are also located in your *Distance and Online Education Student Handbook* or you may refer to Student Affairs at <http://www.umanitoba.ca/student>.

#### Distance and online education (DE) student resources

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In your course website there are links for the following:

- Contacting Distance and Online Education
- Distance and Online Education Student Handbook
- Distance and Online Education Website

#### Acknowledgements

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