



Business Administration

Course Number:	BUAD 458
Course Title:	GLOBAL TRENDS IN TOURISM AND HOSPITALITY
Credits:	3
Calendar Description:	This course explores current trends in the global tourism and hospitality sector with an emphasis on the challenges facing the sector and its responses. Case studies address current and relevant topics such as transportation, destination management, marketing, and distribution management. Current developments in social media, corporate social responsibility, and sustainability are analyzed with the tourism context.
Semester and Year:	Winter 2019
Prerequisite(s):	BUAD 206 and/or Tourism and Hospitality courses reflecting knowledge of and interest in the sector
Co-requisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	No
Substitutable Courses:	No
Transfer Credit:	Yes
Special Notes:	This course is heavily secondary research based and involves a significant level of academic writing and presentations.
Originally Developed:	June 2012
EDCO Approval:	March 2014

Chair's Approval: 

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 in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or comple

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work