

COURSE OUTLINE		
TERM: Fall 2018	COURSE NO: TOUR 233	
INSTRUCTOR:	COURSE TITLE: Cross Cultural Tourism	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE PREREQUISITES

15 credits of 100-level of higher coursework.

COURSE FORMAT:

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode.

CALENDAR DESCRIPTION:

This course will deal with differences between nations and cultures, and the ways in which these differences impact on the delivery of tourism services and programs to an international client base. The course is aimed at increasing participants' awareness of and sensitivity toward their own and other cultures and in increasing knowledge and skills competence in cross cultural settings as they relate to tourism. Through the presentation of information on communication theory and culture in general the link is made to cross-cultural communication, first in a global way, then to specific countries.

COURSE NOTE:

TOUR 233 is an approved Self and Society course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES:

All readings and resources that supplement course topics can be found on the TOUR 233 Moodle Page.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. Identify and explain all major components of culture that have a direct and indirect impact on their activities related to clients, partners, staff and co-workers from a variety of cultures.
2. Demonstrate the knowledge and skills required to be effective and efficient in communicating across cultures.
3. Utilize tourism management techniques that are appropriate for a variety of cultures.
4. Describe and interpret communicative and other behaviours in cross-cultural situations.
5. Apply their knowledge of culture and cultural practices in both the general and particular to provide better and more meaningful levels of customer / client service.
6. Demonstrate added sensitivity to gender as it relates to cultural differences.
7. Design activities that are in concert with the cultural imperatives of specific clients.
8. Understand and learn how to deal with culture shock and reverse culture shock.
9. Apply knowledge related to the cultural sustainability of various tourism activities.
10. Practice cultural research strategies and skills related to an in-depth study of a culture relevant to the participants' current or future work experience.

Students who complete this Self and Society course will be able to do the following:

1. Identify potential root causes of local/global problems and how they affect local/global cultures, economies, politics, and policies.
2. Analyze the impact of colonialism and racism on Indigenous peoples.
3. Generate strategies for reconciling Indigenous and Canadian relations.
4. Explain how contexts (e.g. cultural, historical, colonial, economic, technological) shape identify formation and social structures.

COURSE CONTENT

In order to facilitate student learning and in-class discussion, students are expected to complete ALL assigned readings BEFORE each class. Readings and lecture topics may change and/or additional readings assigned as appropriate. Please consult with your instructor and the course syllabus.

WEEK	TOPIC(S) / DISCUSSIONS
1	Introductions Worldview
2	The Concept of Culture (Norms, Values, Beliefs, Symbols) Layers of Culture Cultural Identity Universalism & Particularism High and Low Context Cultures Cognitive Style (Holistic / Analytic) Mono and Polychronic Time Long-/Short-term Orientation
3	Hofstede's Four Cultural Dimensions: - Uncertainty Avoidance (Weak / Strong) - Individualism and Collectivism - Masculinity vs. Femininity - Power Distance

4	Language and Communication Direct & Indirect Communication Cultural Non-verbal Communication Cultural Symbolism Contextual / Environmental Considerations Case Study & Discussion: Working in Tanzania (applying cultural and contextual understanding).
5	Gender MID-TERM EXAM (15%)
6	Case Study & Discussion: Building Partnerships Cross-culturally in Vietnam IN-CLASS ACTIVITY
7	Continued: Case Study & Discussion: Building Partnerships Cross-culturally in Vietnam IN-CLASS ACTIVITY PRESENTATIONS (5%) Ethnocentrism, Prejudice, Racism
8	Current Global Issues in Culture – World Café China / Chinese Culture / Confucius in China The Concept of Face Guanxi
9	Indigenous Knowledge First Nations & Ethnic Minorities: Culture, Opportunities and Considerations Truth and Reconciliation
10	Culture Shock Opportunities Abroad
11	Field Trip (e.g. Bill Reid Art Gallery) Possible Guest Speaker (e.g. <i>someone who has worked abroad</i>)
12	ASSIGNMENT #3 PRESENTATIONS (10%)
13	Review for Final Exam Barriers to Effective Cross-Cultural Communication
14-15	Final Exam Period FINAL EXAM (20%)

NOTE: Topics, required readings and activities may change throughout the year due to field trips, guest speakers, unforeseen circumstances, etc. All readings and resources that supplement course topics can be found on the TOUR 233 Moodle Page.

EVALUATION PROFILE

1. Assignment #1	Individual	10%
2. Assignment #2	Individual	10%
3. Assignment #3.1 (Written)	Group	20%
Assignment #3.2 (Presentation)	Group	10%
4. In Class Activity (Case Study)	Group	5%
5. Class Moodle Discussions	Individual	10%
6. Mid-term Exam	Individual	15%
7. Final Exam	Individual	20%
	TOTAL	100%

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and Moodle site for a detailed breakdown.

Written Assignments: This course will include a combination of short written assignments (e.g. reading responses, primary source analysis, article review) and/or longer assignments such as a research essay.

Tests and Quizzes: This course will include a midterm exam. The format of tests and quizzes will be determined by the instructor and may include a combination of true/false, multiple choice, short answer, matching, and essay questions.

Presentations: This course includes a group presentation component (e.g. in-class debate, academic poster, research presentation). Detailed instructions will be provided in class and on Moodle.

Final Exam: The course will include a final exam that may be drawn from all class materials. The final exam may be cumulative (please consult with your instructor). The final exam will be scheduled at a date to be determined by the Registrar’s Office. Please plan to be available to write the final exam at any point during the final exam period. If you must make travel arrangements, assume that the final exam will be held on the final day of the exam period, and plan accordingly.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed unless otherwise indicated on the course syllabus. If you anticipate handing in an assignment late, please consult with your instructor beforehand. See course syllabus for penalties associated with late assignments

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities. Attendance is mandatory if the delivery of this course is through a weekend based format. For penalties associated with missed classes, see course syllabus.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for researching topics related to class discussions and topics and note taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/> Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

See course syllabus