

Business Administration

Course Number:	BUAD 358
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 2018
Prerequisite(s):	BUAD 206
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	
Substitutable Courses:	No

Professors

Lincoln Whyte <i>Course Outline</i>	Email
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Evaluation Procedure

Assignment 1 . Individual baseline Top 10 Trends List	5%
Assignment 2 . Group researched Top 10 Trends List	30%
Assignment 3 . Individual selected trend/s annotated bibliography	30%
Assignment 4 . Individual comparative trends secondary research paper	30%
Assignment 5 . Individual retrospective Top 10 Trends List	5%
Total	100%

Notes

This course is essentially a senior elective seminar that will employ class discussion and secondary research to achieve the learning outcomes. In this sense, it will not be like most courses you've taken to date at the OSB; it will be more like the special courses that require travel and observation (normally scheduled during our Summer Term) except we will not be traveling physically, only in a virtual sense. In addition, the course will not have a widely used scheme since none exists, either in academia or in the industry, for identifying and analyzing future trends. We will be using a variation of the Delphi Method which employs informed opinion and consensus building as the basis for identifying future trends as the framework for the course.

Required Texts/Resources

No Required Text

Supplemental Readings:
 Trends and Issues in Global Tourism 2012, Roland Conrady, Martin Buck, Springer Press
 The Future of Luxury Travel, A Global Trends Report, Horwath HTL.
 Tourism and Hospitality in the 21st Century, Lockwood, A. and Medlik, S. (eds.) (2001).
 London

Course Schedule

		Wednesday Jan 3 Classes Begin Monday Feb 12 Family Day . <i>no classes</i> Tuesday Feb 13 to Feb 16 Mid-Semester Study Break . <i>no classes</i> Friday Mar 30 to Monday April 2 Easter . <i>no classes</i> Thursday Apr 12 Last Day of Regularly-scheduled Classes	<i>Note that some chapters are only several pages in length</i>
Jan	4	Introduction to Course; The Delphi Method; Group Formation	Ch 1
	11	Assignment 1: Individual Reports and Discussion on Baseline Top 10 Trends Lists	Ch 2, 3, 4
	18	Review of Secondary Research Library Techniques . Guest Speaker Lindsay Willson, OC KLO Library; Perspectives on Global Trends	Ch 5, 6, 7

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.