

# Business Administration

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| Course Number:          | <b>BUAD 206</b>  |
| Course Title:           | <b>THE BUSINESS OF TOURISM</b>   |
| Credits:                | 3  |
| Calendar Description:   | <p>This course is an introduction to the tourism industry. It provides students with an understanding of the complex nature of tourism including economic, environmental and social impacts.</p> <p>Topics include: components of the tourism industry; linkages between tourism and hospitality; the size, scope and infrastructure of the tourism industry; trends and issues in the industry; travel motivators; career opportunities and the role of management. <i>(also offered by Distance Education)</i></p> |
| Semester and Year:      | <b>Winter 2015</b>   |
| Prerequisite(s):        | No   |
| Corequisite(s):         | No   |
| Prerequisite to:        | BUAD 392   |
| Final Exam:             | Yes  |
| Hours per week:         | 3  |
| Graduation Requirement: | Required – BBA & Diploma, Hospitality & Tourism Management Option  |
| Substitutable Courses:  | No   |
| Transfer Credit:        |  |

**Professors**

| <b>Name</b> | <b>Phone number</b> | <b>Office</b>  | <b>Email</b>   |
|-------------|---------------------|----------------|--|
| Alan Rice   | 762-5445 #4879      | Kelowna: B216H | <a href="mailto:arice@okanagan.bc.ca">arice@okanagan.bc.ca</a> |

**Evaluation Procedu**



## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and