



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing and Tourism

Option: Tourism

Course Outline Part A

**TOUR 3411****Passenger Transportation**

<b>Hours/Week:</b> 3	<b>Total Weeks:</b> 10	<b>Term/Level:</b> 4
	<b>Effective Date:</b> January, 1997	<b>Credits:</b>

<b>Instructor</b> Gord Rees	<b>Office No.:</b> SE6-310	<b>Phone:</b> 6769
	<b>Office Hours:</b> Tuesday 10:30–1:30	
(The course was developed and revised by the Instructor.)		

**Text(s):** Tourism, Travel and Transportation. 1997 edition. Gord Rees. BCIT. *The marketing, economics and regulation of passenger transportation in Western Canada*. Available from the BCIT Bookstore.

**Recommended:** BC Travel Guide. This is a worthwhile reference covering 4000 points of interest on 40,000 kilometers of highways and byways.

### Course Description

Passenger transportation has many complexities in the management of capital-intensive operating systems. Marketing of passenger services is affected by the economic characteristics of the competitive environment, regulatory process, and product/operational characteristics of the transportation mode.

### Evaluation

Final Examination	30%
Mid-Term Examination	25%
Assignments	35%
Participation	10%
<b>TOTAL</b>	<b>100%</b>

### Assignments

<u>Issues in Passenger Transportation</u>	(25%)
Written and oral report (Students work in pairs)	
<u>Itinerary development for an RV rental</u>	(10%)
Written report (Individual)	

Students must pass the Final Exam to receive credit for the course.

### Course Outcomes and Sub-Outcomes

Upon successful completion of this course, the student will be able to:

1. Develop the marketing mix for passenger transportation systems in BC.
2. Assist tourists with transportation-related activities in order to enhance the value of their travel experience.
3. Market major geographic attractions that are accessible as part of the wilderness adventure in Western Canada.

Each transportation mode and/or activity will highlight different geographic areas in Western Canada and USA with particular emphasis on BC and adjacent tourism regions in Alberta, Alaska and the Pacific Northwest.



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Schedule

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**TOUR 1411**

**Travel and Transportation**

Week of/ Number	Outcome/Material Covered
Jan. 6	<p><b>Text:</b> <u>Tourism, Travel &amp; Transportation</u>, 1997. BCIT <i>The marketing, economics and regulation of passenger transportation in Western Canada.</i></p> <p><b>PART ONE —TRANSPORTATION MODES IN BC</b></p> <p><b>The Role of Passenger Transportation in Tourism (Chapter 1)</b></p> <p>Historic development. Applications of marketing and economics. Geographic overview of transportation systems in western Canada.</p> <p><i>Outline of term project and topics.</i></p> <p><i>Select term project. Students work in pairs.</i></p>
Jan. 13	<p><b>Airline Management—Regulations (Chapter 2)</b></p> <p>Bilateral air agreements and freedom of the air on routes serving the west coast. Deregulation in Canada and USA. National Transportation Act. Open-skies air policy.</p>
Jan. 20	<p><b>Airline Management —Pricing and Charters</b></p> <p>Regulation of inclusive tour charters. Choosing the destination. Packaging air and land arrangements. Bulk fares.</p> <p><i>Submit outline of content of term project.</i></p>
Jan. 27	<p><b>PART TWO—SURFACE MODES</b></p> <p><b>Mainline Rail Routes (Chapters 3 and 4)</b></p> <p>Passenger rail service on CN and CP routes between Vancouver and Banff/Jasper. Government policy on privatization of Via Rail. Operational characteristics, natural obstacles and attraction along the route. Rail car specifications.</p> <p>Role of transportation in development of national parks and provincial parks. Attractions and physical geography.</p>

Week of/ Number	Outcome/Material Covered
	<p><b>Scenic Rail Services in BC—BCR, E&amp;N, and KVR</b></p> <p>Routes, equipment, and timetables. Government policy. Attractions and historic significance of scenic and heritage rail routes.</p>
Feb. 3	<p><b>MID TERM EXAM</b></p> <p><b>The Role of the Automobile in Tourism (Chapter 5)</b></p> <p>Classification of highways, secondary roads and access routes. Design and development. Tourism application in itinerary development and impacts of accessibility.</p> <p><i>Term project presentations begin (20 minutes per topic)</i></p>
Feb. 10	<p><b>Motorcoach Operations (Chapter 6)</b></p> <p>Classification of operating by public and private carriage. System capacity, licensing. Charter pricing. Cost characteristics of motorcoach tours.</p>
Feb. 17	<p><b>RV and Car Rentals (Chapters 7 and 8)</b></p> <p>Fleet management, purchase and disposal. Rate structure. Terminal operations. Travel patterns in fly-drive and motorhome programs.</p> <p><i>Start RV assignment.</i></p>
Feb. 24	<p><b>Ferry Service on the West Coast (Chapter 9)</b></p> <p>Route patterns for ferry services to Vancouver Island and Alaska. Ship characteristics, schedules, and scenic attractions.</p> <p><i>Submission of written reports for term project.</i></p>
Mar. 3	<p><b>Alaska Cruises (Chapter 10)</b></p> <p>Global characteristics, itinerary, development, and ship characteristics. Applications to the Alaska cruise trade.</p> <p>Physical geography of Alaska and the Inside Passage. Sightseeing attractions in Ketchikan, Juneau, Sitka, Anchorage and Denali National Park, Glacier Bay.</p> <p><i>Submission of written reports for term project.</i></p>
Mar. 10	<p><b>FINAL EXAM (2 hours)</b></p> <p>Mutual time to be arranged in lieu of Mid Term Break the week following.</p>

