




Business Administration

Course Number:	BUAD 351
Course Title:	TOURISM PLANNING AND DEVELOPMENT
Credits:	3
Calendar Description:	This course explores the theories of tourism planning and sustainable development. The roles and interrelationships between government, non-government organizations, and the sector are examined in the context of local, national and international policy and planning frameworks. Learners examine the ecological and environmental impacts of tourism, tourism master plans, and global forces influencing travel.
Semester and Year:	Fall 2018
Prerequisite(s):	BUAD 206 or BUD 230
Corequisite(s):	No
Prerequisite to:	BUAD 449
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	
Originally Developed:	June 2012
EDCO Approval:	March 2014
Chair's Approval:	

Professors

Name	Phone number	Office	Email
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Office Hours: Tues & Thurs 11am-12:15pm and Thurs 5pm-6:15pm			

Learning Outcomes

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> • apply theories in planning and sustainable development. • analyze the roles of government and non-government agencies. • explain the interrelationships of the sociological, psychological and geographical dimensions of tourism planning and development. • assess the ecological and environmental impacts of tourism. • assess tourism development master plans. • assess the global forces influencing domestic and international travel.

Course Objective

<p>This course will cover the following content:</p> <p>*See Course Schedule</p>

Evaluation Procedure

Assignments	30%
Term Work	20%
Mid-term Exam	20%
Final Exam	30%
Total	100%

Evaluation Notes

<p>Assignments (individual mark): Policy Issue Paper Proposal – 5%, Policy Issue Paper Draft #1 – 5%, Policy Issue Paper Draft #2 – 20%</p>
<p>Term Work (group mark): Chapter summary/case application presentation and 1 pager – 10%</p> <p>Term Work (group mark): In-class activities – 5%</p> <p>Term Work (individual mark): In-class activities – 5%</p>
<p>More detailed instructions about the assignments and how they will be assessed will be discussed in class.</p> <p>References must be presented using the APA style guide. See Okanagan College’s guide for more information and examples</p> <p>http://www.okanagan.bc.ca/Assets/Departments+(Administration)/Library/PDFs/apa.pdf</p>

Attendance

Treat this class like a job. Attend each class having completed the assigned readings and ready to participate respectfully. If you cannot attend a class, please let me know just as you would with a job.

Policy Regarding Late-submissions

All assignments are due to drop box before midnight on the date indicated in the course-outline unless otherwise indicated. It is your responsibility to upload the correct file. Incorrect files will be considered late. Late submissions will be devalued 10% per day for up to five days. After five days, the assignment receives a zero. In special circumstances where due dates cannot be met, the onus is on the student to contact the instructor in advance and then provide acceptable written documentation substantiating the reasons for not meeting the deadline (e.g. doctor's note).

Support

It is better to ask questions well before an assignment is due, and I am happy to help. If you have questions please contact me by email, phone or come to office hours. Please let me know if you have accommodations arranged through accessibility services.

Many students take advantage of the services provided by the following:

Learning centre https://www.okanagan.bc.ca/Student_Services/students/learning-centres/Kelowna.html

Aboriginal Services https://www.okanagan.bc.ca/Student_Services/students/aboriginal.html

Counselling Services https://www.okanagan.bc.ca/Student_Services/students/counselling.html

International Education

https://www.okanagan.bc.ca/Programs/Areas_of_Study/International_Education/Student_Support.html

Required Texts/Resources

Hall, Michael (2008). *Tourism Planning, Policies, Processes and Relationships* (2nd ed). Pearson Education Limited. **Bring this text to class each day.**

Videos and other articles/report to read or videos to view will be assigned during the term. Check the weekly reading/viewings tab in Moodle for details each week.

Assigned readings and viewings need to be done by the beginning of the week they are discussed.

Suggested Texts/Resources

George, E. W., Mair, H., & Reid, D. G. (2009). *Rural Tourism Development: Localism and Cultural Change*. Clevedon; Buffalo: Channel View Publications.

Kerr, W. R. (2003). *Tourism public policy, and the strategic management of failure*. Kidlington, England: Elsevier.

Mason, P. (2016). *Tourism impacts, planning and management* (3rd ed.). Abingdon, England: Routledge.

Smith, Catherine F. 2010. *Writing Public Policy*. Oxford UP.

The open source textbook from BUAD 206 is a useful review of tourism sectors and global issues. <https://opentextbc.ca/introtourism/>

“Demystifying tourism” by Dr. Stan McGahey - A series of 21 narrated slides on topics including planning, development, policy, etc. https://www.youtube.com/watch?v=Gor1H1T_JYU

The Okanagan College Library website has a guide for tourism students
<http://libguides.okanagan.bc.ca/Tourism>

Top Reference Journals: (if OC does not have a Journal you need, please let me know and I will access for you)

Annals of Tourism Research
Current Issues in Tourism
International Journal of Tourism Policy
Journal of Hospitality and Tourism Management
Journal of Hospitality and Tourism Research
Journal of Sustainable Tourism
Journal of Tourism and Cultural Change

Journal of Tourism Studies
Journal of Travel Research
Tourism Analysis
Tourism Geographies
Tourism Recreation Research
Tourism Review International
Tourism, Culture and Communication
Tourist Studies

Relevant websites for current tourism issues:

<http://www.eturbonews.com>

<http://www.tourism-review.com>

<http://www.travelmole.com>

<http://www.greenlodgingnews.com/>

<http://www.hotelnewsresource.com/>

<http://www.hospitalitynet.org/>

Most of these websites also have archives and are searchable, which makes them an excellent resource for some of the assignments.

Please let me know if you find other useful resources, so that I can add them to the list.

Course Schedule

Week	Date	Topic	Read/Watch
		Tuesday Sept 4 College-wide Orientation Day Wednesday Sept 5 Classes Begin Monday Oct 8 Thanksgiving Day – <i>no classes</i> Monday Nov 12 Statutory Holiday for Remembrance Day – <i>no classes</i> Tuesday Dec 6 Last Day of Regularly-scheduled Classes	(by beginning of week)
1	Sept 6	Course introduction	
2	Sept 11-13	Ch1 Inside the black box of tourism development: setting a context	Ch 1
3	Sept 18-20	Ch 1 review and case example presentation demo Ch 2 Tourism planning and policy: responding to change - the sustainable imperative	Ch 2
4	Sept 25-27	Ch 2 review and case example presentation _____ Ch 3 The changing dimensions of tourism planning Policy Issue Paper Proposal Due Sept. 27 (Bring a copy to class for discussion.)	Ch 3
5	Oct 2-4	Ch 3 review and case example presentation _____ Ch 4 Tourism planning systems: theory, thinking and exorcism	Ch 4
6	Oct 9-11	Ch 4 review and case example presentation _____ Ch 5 The integrated and strategic tourism planning process: dealing with interdependence Guest Speaker: Jonathan Rouse on Oct. 11 NO THURS OFFICE HOURS THIS WEEK	Ch 5
7	Oct 16-18	Ch 5 review and case example presentation _____ Ch 6 Tourism planning and policy at the international and supranational level	Ch 6
8	Oct 23-25	Ch 6 – continued Ch 1-6 review Mid-term exam Oct. 25	Ch 6 cont.
9	Oct 30-1	Ch 7 Tourism planning and policy at the national and sub-national level	Ch 7
10	Nov 6-8	Ch 7 review and case example presentation _____ Ch 8 Planning destinations: competition and cooperation Policy Issue Paper Draft #1 Due Nov. 8	Ch 8
11	Nov 13-15	Ch 8 review and case example presentation _____ Ch 9 Planning sites: sustainable design Alan Rice Guest Speaker on authenticity. TOTAL Summit in Osoyoos on Nov 13-14	Ch 9
12	Nov 20-22	Ch 9 review and case example presentation _____ Ch 10 Implementation and instruments: policy and implementation as two sides of the same coin	Ch 10
	Nov 27-29	Ch 10 review and case example presentation _____ Ch 11 Conclusions and reflections: thinking sustainable tourism planning Ch 1-11 Review	Ch 11
13	Dec 4-6	Ch 1-11 Review continued Policy Issue Paper Draft #2 Due Dec. 6 (Bring a copy to class for discussion.)	
	Dec 7-18	Final Exam Period	

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 complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication *“Plagiarism Avoided; Taking Responsibility for your Work”*. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.