



# Business Administration

Course Number:	<b>BUAD 351</b>
Course Title:	<b>TOURISM PLANNING AND DEVELOPMENT</b>
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:	<b>Fall 2019</b>
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
<i>Danielle Robinson</i> <i>Course Captain</i>	250-762-5445 ext. 4172	K: E221	<a href="mailto:drobinson@okanagan.bc.ca">drobinson@okanagan.bc.ca</a>
<b>OFFICE HOURS: Mondays from 1:00-2:00pm and 5:00-6:00pm or by arrangement.</b>			

**Learning Outcomes**

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

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

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

**Evaluation Notes**

<p>Assignments (individual mark): Policy Paper Proposal – 5%, Draft Policy Paper – 10%, Policy Final Policy Paper – 15%</p>
<p>Term Work (group mark):– 10% (student-facilitated case activities)</p> <p>Term Work (individual mark): In-class activities – 10%</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. See Okanagan College’s guide for more information and examples:</p> <p><a href="http://www.okanagan.bc.ca/Assets/Departments+(Administration)/Library/PDFs/apa.pdf">http://www.okanagan.bc.ca/Assets/Departments+(Administration)/Library/PDFs/apa.pdf</a></p>

**Attendance**

Treat this class like a job. Attend each class having completed the assigned readings/viewings 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 in Moodle 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](https://www.okanagan.bc.ca/Student_Services/students/learning-centres/Kelowna.html)

Aboriginal Services [https://www.okanagan.bc.ca/Student\\_Services/students/aboriginal.html](https://www.okanagan.bc.ca/Student_Services/students/aboriginal.html)

Counselling Services [https://www.okanagan.bc.ca/Student\\_Services/students/counselling.html](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](https://www.okanagan.bc.ca/Programs/Areas_of_Study/International_Education/Student_Support.html)

**Required Texts/Resources**

No textbook is required for this course; however there will be required reading/viewing for each week. The required book excerpts, articles, reports and video/web links will be available under the *Weekly Reading/Viewing* tab in Moodle

**Assigned reading and viewing needs to be done before class each week. You will need to have access to the weekly resources during class (i.e. laptop, printed copy, phone). Please let me know if you there are any issues with this requirement.**

## Course Schedule

Week	Date	Topic
1		No Class - Labour Day
2	Sept 9	Course orientation Basic concepts in tourism policy and planning Case study
3	Sept 16	Planning theories Case study
4	Sept 23	Responding to change <b>Student Group #1 - Case study</b>
5	Sept 30	Tourism planning systems <b>Student Group #2 - Case study</b>
6	Oct 7	Review to date <b>Student Group #3 - Case study</b>
7	Oct 14	No Class – Thanksgiving <b>Policy Paper Proposal Due Oct. 17</b>
8	Oct 21	Policy Paper Proposal discussion. <b>Mid-term exam</b>
9	Oct 28	Strategic planning in tourism Tourism organizations <b>Student Group #4 - Case study</b>
10	Nov 4	Tourism planning and policy at the national level <b>Student Group #5 - Case study</b>
11	Nov 11	No Class – Remembrance Day
12	Nov 18	Tourism planning and policy at the regional level <b>Policy Paper Draft Due Nov. 17</b> <b>Student Group #5 - Case study</b>
13	Nov 25	Tourism planning and policy at the destination level Guest Speaker
14	Dec 2	Tourism planning and policy at the site level Applied activity Review <b>Final Policy Paper Due Dec. 6</b>
	Dec 7-18	<b>Final Exam Period</b>

## **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 oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **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](http://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, 6<sup>th</sup> 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.