



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 2022
Prerequisite(s):	TOUR 105 or BUAD 115 or BUAD 206 or BUAD 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:	<i>Devi Rubadeau</i>

Professors

Name	Phone number	Office	Email
<i>Moxness, Paul</i> Course Captain	Email	B207	pmoxness@okanagan.bc.ca

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 at international, national, provincial, regional, and local levels • explain the interrelationships of the sociological, psychological, and geographical dimensions of tourism planning and development. • assess the sociological, ecological, and environmental impacts of tourism. • assess tourism development strategies and master plans. • assess the global forces influencing domestic and international travel.

Course Objective

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

Evaluation Procedure

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

Evaluation Notes

<p>Assignments: Content – 20% Presentation – 10%</p>
<p>Term Work – 20% *See Course Schedule – each assignment = 4%</p>
<p>Midterm exam – 20%</p>
<p>Final essay exam (take-home) – 30%</p>
<p>More detailed instructions about the assignments and how they will be assessed will be discussed in class.</p>

References must be presented using the APA style. See Okanagan College's guide for more information and examples:

[http://www.okanagan.bc.ca/Assets/Departments+\(Administration\)/Library/PDFs/apa.pdf](http://www.okanagan.bc.ca/Assets/Departments+(Administration)/Library/PDFs/apa.pdf)

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 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 there are any issues with this requirement.

Course Schedule

Week	Date	Topic	Material (tentative)
			Classes Start: Wednesday, September 7 STAT Friday, September 30 STAT Monday, October 10 STAT Friday, November 11 Last day of regularly scheduled Classes: Tuesday, December 6
1	Sep 9	Course Orientation	Who are we? Why are we here? What will we learn? Demystifying Tourism: https://youtu.be/Gor1H1T_JYU Assignment 1 – Review 2 Tourism Marketing Videos – what’s good? What’s bad? What could you combine to make one better video? https://youtu.be/Y28-vLSOV68 (BC); https://vimeo.com/31624689 (Richmond) (Due Sep 15)
2	Sep 16	Tourism Planning and Policy Issues	Is it really “The end of tourism as we know it”? Assignment 2 – Review two destination strategies. What issues did they seek to address? How are they similar? How do they differ? http://localhood.wonderfulcopenhagen.dk/wonderful-copenhagen-strategy-2020.pdf https://pub-csrd.escribemeetings.com/filestream.ashx?DocumentId=3248 (Due Sep 22)
3	Sep 23	Planning Theories	The changing dimensions of tourism planning – what’s changed, what’s changing, what will change – The big picture. From “ Tourism planning and planning theory: Historical roots and contemporary alignment. (F Rahmafritria, 2020) Assignment 3 – Review “Scale, change, and resilience in tourism planning” (pdf) What is still relevant? What is more relevant? What is less relevant? (Due Sep 29)
4	Sep 30		No classes
5	Oct 7	Planning Systems	Get Savvy with Systems (Raworth, 2017, p. 111-138) Get Savvy with Systems 4/7 Doughnut Economics https://youtu.be/mNUMkPltnnE Systems and systems thinking (Hall, 2008, p. 71-79) Systems Thinking https://youtu.be/mNUMkPltnnE

			Assignment 4 – Review Vancouver’s Destination Planning pages. How does the 10-year strategy fit with the Vancouver 2030 plan?
6	Oct 14	Tourism planning and development in a global world	<p>Tourism Organizations (Lohmann & Netto, 2017, p. 208-210)</p> <p>Table 5.3 Tourism and related organizations from the international to the local scale (Hall, 2008, p. 111)</p> <p>Assignment 5 – Review the Our Focus page on the UNWTO website. What are key focus areas? How do they relate / conflict with each other? (Due Oct 20)</p>
7	Oct 21	Review day, introduction to sustainability planning and Group Assignments	<p>Group assignment – Review and critique the UNWTO sustainable development documentation.</p>
8	Oct 28	Tourism Planning and policy at national, provincial, and regional level	<p>Guest speaker (TBC- Jennifer Horsnell – Destination Canada)</p> <p>The layers of planning and policy within Canada</p>
9	Nov 4	Tourism Planning and policy at the destination level	<p>Guest speaker (Lisanne Ballantyne – Tourism Kelowna - CONFIRMED)</p> <p>Kelowna’s strategy and new Tourism Destination Development Plan</p>
10	Nov 11		No classes
11	Nov 18	Destination Management and Planning	<p>Using collaboration as a competitive advantage</p> <p>In-depth review of Tourism Kelowna’s sustainability strategy</p>
12	Nov 25	Sustainability – Tourism and the UN Sustainable Development Goals	<p>Guest Speaker (Glenn Mandziuk, Sustainable Hospitality Alliance – recorded video about their strategy and how it aligns with UN goals - CONFIRMED)</p>
13	Dec 2	Group assignment presentations and Course Review	<p>Groups present – 20 minutes each.</p> <p>Who are we now? Has our “why” changed? What have we learned?</p>

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 Academic Integrity Policy outlined in the OC calendar, which is available online [OC Academic Integrity Policy](#). 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, 7th edition (2019)). 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.