




# Business Administration

Course Number:	<b>BUAD 449</b>
Course Title:	<b>SUSTAINABLE TOURISM STEWARDSHIP</b>
Credits:	3
Calendar Description:	Tourism and the environment are diverse, complex, and interrelated systems. This course examines stewardship and sustainability within an interdisciplinary context. Students examine the impacts of tourism and approaches applied to global issues, such as climate change and poverty reduction and the pressures tourism places on social and physical environments.
Semester and Year:	<b>Winter 2019</b>
Prerequisite(s):	BUAD 351
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	June 2012
EDCO Approval:	March 2014
Chair's Approval:	

**Professors**

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**Learning Outcomes**

Upon completion of this course students will be able to

- **Assess** the impact and complexities of the environment within the context of tourism, in particular the wider relationship between nature and society.
- **Analyze** the theories and principles of stewardship within the context of sustainability in tourism and the environment.
- **Assess** the strategic elements necessary to establish tourism as a significant contributor to sustainability, and a nation's economic, social and environmental development process.
- **Utilize** global, national and regional case studies, evaluate the role of stewardship and sustainability of tourism in relation to particular issues and concepts, and the subsequent strategies and solutions applied.

**Course Objectives**

This course will cover the following content:

See Course Schedule

**Evaluation Procedure**

Assignments (Individual)	30%
Issue Communication (Individual, 10% facilitation, 10% participation)	20%
Term Project (Group)	30%
Project Presentation (Group)	20%
Total	100%

**Notes**

Assignments (individual):

- Annotated Bibliography 10%
- Literature Review 10% Background Paper 10%

**Tentative Course Schedule – Please see the course schedule in Moodle for any revisions.**

**Mondays 18:30 - 21:20, E208**

Date		Topic	Readings
Week of:			
Jan	07	Course Introduction Finalize readings, outputs, assessment, establish 'baseline.' Playa Viva Case Study	
	14	The modern history of sustainable development GSTC Case Study	Carson, R. (1962). <i>Silent Spring</i> . Boston: Houghton Mifflin Company. Introduction, Chapters 1 & 2, x – 13.  Brundtland, G. H. (1987). World Commission on Environment and Development. <i>Our Common Future</i> . <a href="https://doi.org/10.1080/07488008808408783">https://doi.org/10.1080/07488008808408783</a> Chairman's Forward, Chapters 1 & 2, 1-59.  Redclift, M. (2005). Sustainable development (1987–2005): an oxymoron comes of age. <i>Sustainable Development</i> , 13(4), 212–227.
	21	History and future of tourism and sustainable development  <b>Guest Presentation</b> Steven Cheung The Global Ecotourism Association, Hong Kong Ecotourism & Travels Professional Training Centre and Approved Trainer of the Global Sustainable Tourism Council (GSTC)	Becker, E. (2016). <i>Overbooked: the exploding business of travel and tourism</i> . Simon and Schuster. Chapter 1 Tourism becomes an industry, 7-39.  Holden, A. (2007). <i>Environment and tourism</i> . Routledge. Chapter 9 The future of tourism's relationship with the environment, 226-251.
	28	Sustainable Development and Systems Thinking Issue Communication: Systems Change Circle Facilitated by: _____  Case Study Biosphere	Raworth, K. (2017). Doughnut economics. <i>Seven ways to think like a 21st-century economist</i> . Cornerstone, New Orleans. Who wants to be an economist? p. 1-26  Meadows, D. H. (2008). <i>Thinking in systems: A primer</i> . Chelsea Green Publishing. Chapter 6 Leverage points – places to intervene in a system, 145-165.
Feb	04	Sustainable Tourism Strategies <b>Guest Presentation</b> Mike Overend, TOTABiosphere & Industry Development Specialist	Soini, K., & Dessein, J. (2016). Culture-Sustainability Relation: Towards a Conceptual Framework. <i>Sustainability</i> , 8(2), 167, 1-12. <a href="https://doi.org/10.3390/su8020167">https://doi.org/10.3390/su8020167</a>  Jamal, T., & Camargo, B. A. (2014). Sustainable tourism, justice and an ethic of care: toward the Just Destination. <i>Journal of Sustainable Tourism</i> , 22(1), 11–30. <a href="https://doi.org/10.1080/09669582.2013.786084">https://doi.org/10.1080/09669582.2013.786084</a>

			Lloyd, K., Suchet-Pearson, S., Wright, S., Tofa, M., Rowland, C., Burarrwanga, L., ... Maymuru, D. (2015). Transforming Tourists and "Culturalising Commerce": Indigenous Tourism at Bawaka in Northern Australia. <i>International Indigenous Policy Journal</i> , 6(4). <a href="https://doi.org/10.18584/iipj.2015.6.4.6">https://doi.org/10.18584/iipj.2015.6.4.6</a>
	11	Sustainable Tourism and Climate Change Issue Communication: Air Travel Debate Facilitated by: _____ Planning for industry project	Hall, C. M., Scott, D., & Gössling, S. (2013). The Primacy of Climate Change for Sustainable International Tourism. <i>Sustainable Development</i> , 21(2), 112–121. <a href="https://doi.org/10.1002/sd.1562">https://doi.org/10.1002/sd.1562</a>  Guiver, J. (2013). Debate: Can sustainable tourism include flying? <i>Tourism Management Perspectives</i> , 6, 65–67. <a href="https://doi.org/10.1016/J.TMP.2012.10.005">https://doi.org/10.1016/J.TMP.2012.10.005</a>
	18	Family Day – NO CLASS	<b>Annotated Bibliography Due in Moodle Feb 24</b>
	25	Issue Communication: Provincial/National Parks role play community meeting Facilitated by: _____ Planning for industry project	
Mar	04	Field Assignment - NO IN-CLASS SESSION	
	11	Workshop Literature Review draft. Industry project work.	<b>Literature Review draft due in class. Final due in Moodle Mar 17.</b>
	18	Issue Communication: Selected case and method Facilitated by: _____ Industry project work.	
	25	Workshop Background Paper draft. Industry project work.	<b>Background Paper draft due in class. Final due in Moodle Mar 31.</b>
Apr	1	Issue Communication: Selected case and method Facilitated by: _____ Industry project work.	
	8	<b>Deliverables and presentation to industry partners</b>	
	15 - 29	Final Exam Period (No Final Exam)	

## **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.