



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 2023
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
Tania Rutt <i>Course Captain</i>		B207	trutt@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</p>
<p>Midterm exam – 20%</p>
<p>Final exam 30%</p>
<p>More detailed instructions about the assignments and how they will be assessed will be discussed in class. All submission dates will be posted in Moodle.</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.

Course Schedule

Date		Topic	Textbook
2023 Week of		Wednesday September 6, First day of class Friday September 15, Last day to register for Fall 2023 Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes) Friday October 27, Last day to withdraw from class without academic penalty Thursday December 7, Last day of class	Chapter(s):
1	Sept 8	Introduction to Tourism Planning: Benefits, Types, Importance	
2	Sept 15	Global and Local Issues Affecting Tourism Planning	
3	Sept 22	Understanding Planning Theories	
4	Sept 29	Planning Theories and Practicalities	
5	Oct 6	Planning for Sustainable Tourism	
6	Oct 13	Incorporating Tourism Trends into Planning	
7	Oct 20	Midterm exam	
8	Oct 27	Tourism Planning and Policy at Federal, Provincial and Local Levels	
9	Nov 3	Stakeholder Theory in Tourism	
10	Nov 10	Destination Management Tourism Planning and Policy at the Destination Level	
11	Nov 17	Developing a Tourism Master Plan	
12	Nov 24	Group Presentations	
13	Dec 1	Final exam	

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.