

# 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 2016**

Prerequisite(s):

**Professors**

Name	Phone number	Office	Email
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**Learning Outcomes**

Upon completion of this course students will be able to

- 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 Schedule**

## 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?

OC examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study materials. 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?

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.

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### What is Plagiarism?

acknowledgement. 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.

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.

because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an

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

of others. Students who are unsure of what constitutes plagiarism should *Plagiarism Avoided; Taking Responsibility for our 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.