



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: SPRING 2020	COURSE NO: TOUR 423	
INSTRUCTOR:	COURSE TITLE: Tourism Planning and Policy	
OFFICE: LOCAL: E-MAIL:	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tseil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode format.

COURSE PREREQUISITES

60 credits of 100-level or higher coursework.

CALENDAR DESCRIPTION

This course illustrates the role that policy and planning issues and initiatives play in the tourism industry. Students will learn to apply tourism policy and planning knowledge and implementation skills. Local, regional, national and international case studies will provide students with an overview of current examples of tourism policy and planning.

REQUIRED TEXTS AND/OR RESOURCES:

The instructor will provide reading material that will be available through the internet or online through the Capilano Library.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of the course, students will be able to do the following:

- Analyze current issues related to tourism.
- Prepare a policy response to a tourism issue.
- Develop and use strategies to reconcile differing stakeholder needs in the policy development process.
- Apply approaches to evaluate alternative policies and make recommendations based on the results.
- Create a comprehensive plan to implement a tourism policy.
- Analyze local, regional, national and international case studies in tourism policy and planning.

COURSE CONTENT

Week	Topics
1	<ul style="list-style-type: none"> • Introduction to planning as an integral component in tourism • Frameworks, concepts and definitions
2	<ul style="list-style-type: none"> • Tourism development impacts to the environment 1 • Carrying Capacity, LAC, EIA, IEE, ECCs
3	<ul style="list-style-type: none"> • Tourism development impacts to the environment 2 • Environmentally sustainable approaches
4	<ul style="list-style-type: none"> • Tourism development impacts to culture and society 1 • Community-based tourism planning and public consultation
5	Tourism development impacts to culture and society 2
6	<ul style="list-style-type: none"> • Introduction of the 10 Steps of Sustainable Tourism Planning and Development • Step 1: Identifying Key Stakeholders • Step 2: Defining Visions, Goals, and Scope of Work
7	<ul style="list-style-type: none"> • Step 3: Data Gathering • Step 4: Identifying Inherent Values and Sense of Place • Step 5: Identification of Issues and Challenges
8	<ul style="list-style-type: none"> • Step 6: Analysis, Prioritization, and Rectifying Issues • Step 7: Setting Development Principles and Objectives to Guide Further Action
9	<ul style="list-style-type: none"> • Step 8: Devising Tourism Development Framework and Policy Strategies, and Analyzing Options for Development • Step 9: Implementation • Step 10: Monitoring and Auditing
10	<ul style="list-style-type: none"> • Tourism Development Framework Strategy formulation • Destination and Product development planning
11	Tourism policy, guidelines, frameworks, and implementing and regulatory mechanisms 1
12	Tourism policy, guidelines, frameworks, and implementing and regulatory mechanisms 2
13	Tourism Policy and Planning in Canada, BC, cities, and municipalities.
14-15	Final Paper and Presentation

EVALUATION PROFILE

Assignments	30%
Tests and Quizzes	35%
Presentations	10%
<u>Final Report</u>	<u>25%</u>
Total	100%

ASSIGNMENTS

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and Moodle site for a detailed breakdown.

Assignments: This course will include a combination of short written assignments (e.g. reading responses, primary source analysis, article review) and/or longer assignments such as a research essay.

Tests and Quizzes: This course will include a combination of quizzes and tests (e.g. pop quiz, midterm exam). The format of tests and quizzes will be determined by the instructor and may include a combination of true/false, multiple choice, short answer, matching, and essay questions.

Presentations: This course may include a presentation component, which may be an individual or group assignment (e.g. in-class debate, academic poster, research presentation). Detailed instructions will be provided in class and on Moodle.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades: Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments: Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.: Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance: Students are expected to attend all classes and associated activities.

English Usage: Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices: Students may use electronic devices during class for note-taking only.

On-line Communication: Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both

regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT AND COURSE POLICIES

See Course Syllabus and Moodle for more details.