



COURSE OUTLINE		
<b>TERM: Fall 2021</b>	<b>COURSE NO: TOUR 232</b>	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE: Tourism Planning</b>	
<b>OFFICE: LOCAL:</b> <b>E-MAIL: @capilanou.ca</b>	<b>SECTION NO(S):</b>	<b>CREDITS: 3.0</b>
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-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.

#### **COURSE PREREQUISITES**

15 credits of 100-level or higher coursework

#### **CALENDAR DESCRIPTION**

This course introduces the role and processes of planning and its significance in tourism development using a decolonial lens. The course builds knowledge of key elements of tourism planning, planning processes and their application to tourism, critical issues in tourism planning, and the roles of sovereign Indigenous host Nations and stakeholders in tourism planning. The course is designed to help students practice authentic consultation and respectful collaboration with Indigenous host Nations, Indigenous peoples, the significance of tourism planning and how it can lead to different and sustainable outcomes for individuals, economies, and the environment. Special focus is placed on using a decolonial lens for sustainable tourism management and the role of planning at a community level using case studies from around the world.

#### **COURSE NOTE**

TOUR 232 is an approved Self and Society course for Cap Core requirements.

#### **COURSE STUDENT LEARNING OUTCOMES**

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

- Recognize a variety of planning terminologies and describe different tourism development planning processes to support sustainable tourism development.

- Use a decolonial lens to analyze the effects that economic, socio-cultural, and environmental tourism impacts have on the destinations
- Differentiate changes and impacts between community-based and global scales of planning. Understand the relevance and describe different engagement techniques and ownership building among stakeholders in the tourism planning process.
- Using a decolonial lens explain the difference between various visitor management strategies and how they can be used for planning to manage different destination environments
- Formulate a decolonized tourism plan for a specific destination area that articulates goals, challenges, needs, and opportunities and a process to achieve the desired outcomes of the plan

**Students who complete this Self and Society course will be able to do the following:**

- Identify potential root causes of local/global problems and how they affect local/global cultures, economies, politics, and policies.
- Assess and evaluate individual and collective responsibilities within a diverse and interconnected global society.
- Apply concepts of sustainable development to address sustainability challenges in a global context.
- Analyse the impact of colonialism and racism on Indigenous peoples.
- Explain how contexts (e.g. cultural, historical, colonial, economic, technological) shape identity formation and social structures.

**COURSE CONTENT**

Week	Topics
1	<ul style="list-style-type: none"> <li>• Course and assignments overview</li> <li>• Introduction to community-based tourism (CBT) planning</li> </ul>
2	<ul style="list-style-type: none"> <li>• The planning profession</li> <li>• Tourism impacts</li> </ul>
3	<ul style="list-style-type: none"> <li>• Understanding tourism for planning</li> <li>• Successful CBT planning</li> </ul>
4	<ul style="list-style-type: none"> <li>• The planning process</li> <li>• Overview – Tourism Planning Spotlight Assignments</li> <li>• Planning Tourism Development with Indigenous Peoples in their communities</li> </ul>
5	Analyzing your tourism situation
6	Analyzing your tourism situation
7	Creating a CBT plan Overview – field trip and related assignments

<b>8</b>	Creating a CBT plan
<b>9</b>	Creating a CBT plan
<b>10</b>	Creating and implementing action plans
<b>11</b>	Creating and implementing action plans
<b>12</b>	"Tourism Champions" – Becoming a Tourism Planning Leader
<b>13</b>	Preparations for Final Paper and Presentation
<b>14-15</b>	Final Exam Period

### EVALUATION PROFILE

Assessment	% of Final Grade
Assignments*	40% - 80%
Participation & Professionalism	0% - 10%
Quizzes/Midterm/Final*	20% - 50%
Total	100%

\* This consists of several smaller assignments. No one assignment will be valued at more than 35% of the final grade

### Participation

Participation grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind.

### 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. Late assignments (within 24 hours) will be penalized with a 10% deduction of the final paper grade. Assignments submitted

beyond 24 hours of the due date will not be accepted. 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. Rescheduling will not be allowed for reasons such as holidays or work conflict, nor shall re-scheduling be possible after exams have been graded and returned. Please consult with your instructor. Final Exams are to be written on the date and time scheduled.

**Attendance**

Students are expected to attend all classes and associated activities. Attendance is mandatory if the delivery of this course is through a weekend-based format. See course syllabus for penalties for missed classes associated with weekend courses.

**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 eLearn; 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 OR PROGRAM OPERATIONAL DETAILS**

See Course Syllabus