




Business Administration

Course Number:	BUAD 449
Course Title:	SUSTAINABLE TOURISM STEWARDSHIP
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:	Winter 2024
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:	N/A
Special Notes:	N/A
Originally Developed:	June 2012
EDCO Approval:	March 2014
Chair's Approval:	

Professors

Name	Phone number	Office	Email
Tania Rutt <i>(Course Captain)</i>	250-864-5681	B207	trutt@okanagan.bc.ca

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)	35%
Assessment Framework Project	15%
Term Project (Group)	30%
Industry Project and Presentation (Group)	20%
Total	100%

Notes

Please refer to Moodle for detailed breakdown of individual assignments

Course Schedule

Date	Topic	Textbook
2024 Week of	Monday January 8th, First day of class Monday February 19 th , Statutory Holiday (no classes) February 20 th thru 23 rd , Reading Week Friday March 29 th and Monday April 1 st , Statutory Holiday (no classes)	
1	Jan 9 Course introduction and expectations Jan 11 Overview of the global environment and tourism	
2	Jan 16/18 The modern history of sustainable development Frameworks: UN SDGs / Case study	
3	Jan 23/25 The environment and economics, resource use Concepts in environmental stewardship	
4	Jan 30/Feb 1 Ethical aspects of tourism Social and cultural impacts, poverty	
5	Feb 6/Feb 8 The relationship between governmental, NGO, private sector (evaluation exercise & critique)	
6	Feb 13/Feb 15 case study & guest speaker	
7	Reading break	
8	Feb 27/Feb 29 Managing tourism impacts: Climate change, natural disasters, pandemics	
9	Mar 5/Mar 7 QSRs and factory farming / case study Agritourism, agroecology	
10	Mar 12/Mar 14 Stewardship and Indigenous tourism Indigenous rights, resource management, treaties	
11	Mar 19/Mar 21 Field work Guest speaker	
12	Mar 26/Mar 28 Roles in supporting sustainable tourism Industry certification, measuring effectiveness	
13	Apr 2/Apr 4 Technology and disruptive forces Presentations	
14	Apr 9/Apr 11 Best practices case study Articulating a sustainability plan	

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 Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format 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, 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.