



UNIT OUTLINE

Tourism Planning and Development

UNIT CODE & TITLE	JT701 Tourism Planning and Development
AUTHOR	Dr Ian D. Clark
SCHOOL	School of Business
COURSE	Bachelor of Management; Bachelor of Business
PREREQUISITE(S)	JT501 Introduction to Tourism and JT603 Tourism Impacts and Strategies
COREQUISITE(S)	Nil
DURATION	One teaching period
CREDIT POINTS	15

OBJECTIVES

This unit is designed to enable students to:

Knowledge

- Gain an understanding of various planning approaches and strategies for the development of tourism.
- Recognise and appreciate inherent conflicts in the planning and development of tourism destinations, particularly at the regional and local levels.
- Ascertain how to integrate various interested parties in the tourism planning and development process.
- Acquire in-depth knowledge of tourism planning and development issues for one particular destination.
- Identify appraisal techniques for assessing the feasibility of tourism projects.

Skills

- Use appropriate techniques to collect, analyse and evaluate ideas and information with reference to specific topic areas.
- Demonstrate a capacity to plan, organise and self-manage their time and the tasks to be completed.
- Enhance research, problem-solving and communication skills.
- Assess and evaluate, critically, tourism planning and development proposals in terms of their likely contribution to, and impact on, the economy, the community and the environment.
- Apply theoretical concepts through fieldwork experiences to develop realistic tourism plans.
- Work effectively in a team environment and evaluate their peers accordingly.
- Produce professional reports for external clients.

Attitudes and Values

- Appreciate the benefits of planning for tourism operators.
- Adopt a holistic approach to tourism planning.
- Develop the ability to critique proposed tourism projects.
- Develop a desire to be an active learner, one who reads, reflects, discusses, writes, and makes linkages.
- See learning as a life-long process.
- Appreciate the need to have a holistic understanding of tourism to ensure tourism phenomena are sustainable.

CONTENT

- **Tourism planning framework:** Rationale for tourism planning; approaches to tourism planning.
- **Conceptual approaches to tourism planning:** Analysis and evaluation of tourism resources and markets; matching resources to the needs of the market; goal-setting and strategy formulation.
- **Community approach to tourism planning:** Community decision-making models; the community consultation process; the role of the community in delivering tourism products and services
- **Physical approaches to tourism planning:** Regulation of tourism development; development control plans; zoning strategies for tourism development
- **Integrated tourism planning:** Integration of conceptual, community and physical approaches to tourism planning; plan formulation and implementation.
- **Feasibility of tourism projects:** Site analysis; concept evaluation; market appraisal; financial appraisal; economic impacts of tourism projects.

LEARNING TASKS AND ASSESSMENT

Learning Tasks	Assessment	Weighting
Revision, reading, analysis, class discussion, problem solving	Tutorial Paper and presentation	10-30%
Research and analysis, drafting writing	Report	30-50%
Revising unit materials, making problem solving	Examination	30-50%

METHODOLOGY

Lectures, tutorials, workshops, fieldwork, independent reading and tutorial preparation, assignment preparation

REFERENCES

- Boniface, B. & Cooper, C. 2005, *Worldwide destinations: the geography of travel and tourism*, Elsevier Butterworth Heinemann, Oxford [Fourth edition].
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- Evans, N., Campbell, D. & Stonehouse, G., 2003, *Strategic Management for Travel and Tourism*, Butterworth Heinemann, Oxford.
- Drummond, S. & Yeoman, I., 2001, *Quality Issues in Heritage Visitor Attractions*, Butterworth Heinemann, Oxford.
- Glaesser, D., 2003, *Crisis Management in the Tourism Industry*, Butterworth Heinemann, Amsterdam.
- Gunn, C.A. & Var, T., 2002, *Tourism Planning: Basics, Concepts, Case*, Routledge, New York [Fourth edition]
- Kelly, I. & Nankervis, A., 2001, *Visitor Destinations*, John Wiley, Melbourne.
- Mason, P., 2003, *Tourism Impacts, Planning and Management*, Butterworth Heinemann, Amsterdam.
- Pearce, DG., & Butler, RW., (eds.) 2002, *Contemporary Issues in Tourism Development*, Routledge, London [Second edition].
- Sigala, M & Leslie, D. 2005, *International Cultural Tourism: management, implications and cases*, Elsevier Butterworth Heinemann, Oxford.
- Weaver, D. 2006, *Sustainable Tourism*, Elsevier Butterworth Heinemann, Oxford.