

School / Faculty: Federation Business School

Course Title: TOURISM PLANNING AND DEVELOPMENT

Course ID: BUTSM3701

Credit Points: 15.00

Prerequisite(s): (BUTSM1501 or JT501) (BUTSM2603 or JT603)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080323

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Distinguish between various planning approaches and strategies for the development of tourism
- K2.** Scrutinize inherent conflicts in the planning and development of tourism destinations, particularly at the regional and local levels
- K3.** Determine how to integrate various interested parties in the tourism planning and development process
- K4.** Investigate tourism planning and development issues for one particular destination
- K5.** Critique appraisal techniques for assessing the feasibility of tourism projects

Skills:

- S1.** Identify appropriate techniques to collect, analyse and evaluate ideas and information with reference to specific topic areas
- S2.** Critically review tourism planning and development proposals in terms of their likely contribution to, and impact on the economy, the community and the environment
- S3.** Design appropriate research problems, objectives, questions or hypotheses in order to underpin the research design
- S4.** Prepare a research report to communicate the results of the research report

Course Outline (Higher Education)

BUTSM3701 TOURISM PLANNING AND DEVELOPMENT

Application of knowledge and skills:

- A1.** Develop and apply broad research skills to promote tourism benefits and develop strategies to ameliorate negative economic, social, cultural, and environmental impacts associated with tourism developments
- A2.** Identify and evaluate tourism plans and present the results with responsibility and accountability
- A3.** Use initiative and judgement in developing a research brief/proposal/report that identifies and addresses research problems associated with tourism planning

Course Content:

Topics may include:

- Tourism planning framework: Rationale for tourism planning; approaches;
- 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; community roles in delivering products & 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; and
- Feasibility of tourism projects: Site analysis; concept evaluation; market appraisal; financial appraisal; economic impacts of tourism projects

Values and Graduate Attributes:

Values:

- V1.** Conduct tourism planning activities and make decisions in an ethical, social, and environmentally responsible manner
- V2.** Accept responsibility for, and display initiative in making tourism business decisions
- V3.** Build collaborative relationships with internal and external parties
- V4.** Build collaborative relationships in a culturally diverse workforce.

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Course Outline (Higher Education)

BUTSM3701 TOURISM PLANNING AND DEVELOPMENT

Attribute	Brief Description	Focus
Knowledge, skills and competence	Regular individual and/or group assessment tasks will reinforce the need to broaden and deepen their involvement with course material and to relate this material to current tourism planning issues	Medium
Critical, creative and enquiring learners	Presentation to the class will help build their confidence in presenting to a mixed audience and they will gain assurance that their work is of a sufficient quality	Medium
Capable, flexible and work ready	Group work reinforces the importance of contributing to and collaborating with a diverse student cohort which prepares them for career and community engagement	Medium
Responsible, ethical and engaged citizens	In-class presentations and assignments are used to reinforce the need for tourism to contribute to society by adhering to ethical practices and developing corporate social responsibility programs	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K4, S1	Demonstrate knowledge of key planning concepts (multiplier effect; externalities; symbiosis; land use zoning and integrated planning)	Individual tutorial paper and presentation	10-30%
K1, K2, K3, K4, K5, S1, S2, S3, S4, A1, A2, A3	Via student selection of a particular tourism planning case study, demonstrate application of critical tourism concepts and strategies through the analysis and evaluation of particular planning situations	Individual or group report/essay	40-50%
K1, K2, K3, A1	Demonstrate knowledge of key tourism planning concepts by applying them in different situations	Written examination	30-50%

Adopted Reference Style:

APA