



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at  
<<http://www.usq.edu.au/coursespecification/current>>.  
Please consult the web for updates that may occur during the year.

### Description: Tourism Planning

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
TOU	2007	74685	1, 2008	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOBUS
<b>Academic org:</b>	FOB004
<b>Student contribution band:</b>	3A
<b>ASCED code:</b>	080701

### STAFFING

Examiner: Narelle Beaumont  
Moderator: Frances Cassidy

### REQUISITES

Pre-requisite: TOU1003 or MKT1003

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at  
<http://www.usq.edu.au/business/aboutfob.htm>

### RATIONALE

Planning is an important feature of all tourism operations, from regions and destinations to individual attractions at specific sites, and is critical if the negative impacts of tourism are to be minimized and positive benefits are to be maximized. Tourism operates in a field that requires the integration and cooperation of multiple large and small operations in both public and private sectors. Organizations at local, national and international levels are involved in planning for tourism. Planning needs to take a broad scale regional approach but must also acknowledge the specific requirements of particular destinations and sites.

### SYNOPSIS

This course provides a study of tourism planning in different geographic contexts such as the region, destination and site. It covers the importance of recognizing the various stakeholders such as the local community, different types of tourists, the tourism industry and different levels of government, and of considering their perspectives in planning. Students will also be provided with a framework through which to prepare and evaluate tourism plans. Discussion of actual case studies in different countries is incorporated into the assessment and study materials.

## OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. demonstrate an understanding of the philosophy and principles of tourism planning and the basic planning process (Tourism Plan Report, Site Plan Report, Examination)
2. distinguish between different approaches to tourism planning (Tourism Plan Report, Examination)
3. evaluate supply and demand factors in tourism planning situations and explain the importance of matching supply and demand (Site Plan Report, Examination)
4. demonstrate an understanding of the concept of sustainability and sustainable development and evaluate the importance of sustainability in all tourism planning situations (Tourism Plan Report, Site Plan Report, Examination)
5. distinguish between policy and planning and explain the relationship between tourism policy and planning (Examination)
6. analyse and evaluate a tourism plan for a particular situation (Tourism Plan Report, Site Plan Report)
7. articulate and discuss issues associated with tourism planning in particular contexts (Tourism Plan Report, Site Plan Report, Examination)
8. identify relevant market segments for particular planning situations (Site Plan Report)
9. identify different types of stakeholders for planning contexts (Tourism Plan Report, Examination)
10. outline concepts relating to regional tourism planning (Tourism Plan Report, Examination)
11. outline concepts relating to destination tourism planning (Tourism Plan Report, Site Plan Report, Examination)
12. outline concepts relating to site tourism planning (Site Plan Report, Examination)
13. formulate a basic tourism plan (Site Plan Report)
14. evaluate and recommend methods of visitor management at a site (Site Plan Report, Examination)
15. discuss actual cases about tourism planning for regions, destinations and sites in relation to particular planning situations (Tourism Plan Report, Site Plan Report, Examination).

## TOPICS

Description	Weighting (%)
1. The nature and goals of tourism planning	10.00
2. Market-supply match	10.00
3. The concept of sustainability	10.00
4. The planning process	10.00
5. Policy, players and participation	9.00
6. Regional planning: national and state levels	9.00
7. Destination planning	9.00
8. Site planning	9.00
9. Visitor management	9.00
10. Regional planning: national and state levels - case studies	5.00

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|---|------|
| 11. Destination planning - case studies | 5.00 |
| 12. Site planning - case studies        | 5.00 |

### **TEXT and MATERIALS required to be PURCHASED or ACCESSED**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Gunn, CA & Var, T 2002, *Tourism planning: basics, concepts and cases*, 4th edn, Routledge, New York.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

### **REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Bramwell, B & Lane, B (eds) 2000, *Tourism collaboration and partnerships: politics, practice and sustainability*, Channel View Publications, Clevedon.

Bureau of Tourism Research *Occasional paper series*, Bureau of Tourism Research, Canberra, Australian Capital Territory.

Dredge, D, Macbeth, J, Carson, D, Beaumont, N, Northcote, J & Richards, F 2006, *Achieving sustainable local tourism management: phase 1 - practitioners guide*, Sustainable Tourism CRC, Southport, Queensland.

Dredge, D, Macbeth, J, Carson, D, Beaumont, N, Northcote, J & Richards, F 2006, *Achieving sustainable local tourism management: phase 2 - assessment tool*, Sustainable Tourism CRC, Southport, Queensland.

Dredge, D & Jenkins, J 2007, *Tourism planning and policy*, John Wiley & Sons, Milton, Queensland.

Evans, N, Campbell, D & Stonehouse, G 2003, *Strategic management for travel and tourism*, Butterworth-Heinemann, Oxford.

Fennell, D & Dowling, RK 2003, *Ecotourism policy and planning*, CABI Publishing, New York.

Godfrey, K & Clarke, J 2000, *The tourism development handbook: a practical approach to planning and marketing*, Thomson Learning, London.

Goeldner, CR & Brent Ritchie, JR 2006, *Tourism: principles, practices, philosophies*, 10th edn, John Wiley & Sons, Hoboken, New Jersey.

Hall, CM 2007, *Introduction to tourism in Australia: development, issues and change*, 5th edn, Pearson Education, Frenchs Forest, New South Wales.

Hall, CM 2000, *Tourism planning: policies, processes and relationships*, Pearson Education, Harlow, Essex.

Hall, CM, Jenkins, J & Kearsley, GW (eds) 1997, *Tourism, planning and policy in Australia and New Zealand: cases, issues and practice*, Irwin, Sydney, New South Wales.

Hall, CM & Page, SJ 2005, *The geography of tourism and recreation: environment, place and space*, 3rd edn, Routledge, Abingdon, England.

Inskip, E 1991, *Tourism planning: an integrated and sustainable development approach*, Van Nostrand Reinhold, New York.

Pearce, D & Butler, R (eds) 2002, *Contemporary issues in tourism development*, Routledge, London.

Veal, AJ 2002, *Leisure and tourism policy and planning*, 2nd edn, CABI Publishing, Wallingford, Oxon.

World Tourism Organization *Various publications*, World Tourism Organization, Madrid, Spain.

World Tourism Organization 1998, *Guide for local authorities on developing sustainable tourism*, World Tourism Organization, Madrid, Spain.

World Tourism Organization 1999, *National and regional tourism planning: methodologies and case studies*, International Thomson Business Press, London.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	50.00
Directed Study	80.00
Private Study	40.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
TOURISM PLAN REPORT	20.00	20.00	23 Apr 2008
SITE PLAN REPORT	30.00	30.00	21 May 2008
2 HOUR EXAMINATION	50.00	50.00	END S1 (see note 1)

### NOTES

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
If you are an international student in Australia, you are advised to attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:

To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)

- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:  
This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

## **ASSESSMENT NOTES**

- 1 Assignments: (i) The due date for an assignment is the date by which a student must dispatch the assignment to the USQ. Students must provide proof of postage on the due date with their assignment. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per working day will apply. (iv) Extensions beyond one week are not allowed unless express permission is obtained from the examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this

time. If you are likely to require an extension for a longer period than one week, you must contact the examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

- 2 Text books: It is the responsibility of the student to acquire a copy of the text book as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ Bookshop.
- 3 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
- 4 Word count on assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.