

# HTMGT 633 - Tourism Planning and Development

Schedule # 31280, Section 1

Fall Semester 2007

**HT-MGT 633 - Tourism Planning and Development**

The analysis of tourism markets and travel trends; economic, social, and cultural implications; socioeconomic models and measurements of the consequences of tourism on a region. 3 credits.

Instructor: Linda L. Lowry, Ph.D., Associate Professor

- 203-A Flint Lab, Department of Hospitality and Tourism Management, UMASS - Amherst
- Phone: 545-4041
- EMAIL: Please use our WEBCT course site for email
- Office Hours: Mondays & Tuesdays 10:00AM-12:00PM (Other times by appointment.)

Time & Place: Tuesdays, 1:30-4:00PM – Flint Lab, Room 203E

Class WebCT Page: <http://www.oit.umass.edu/webct/index.html>

Another way to access the site if from the UMASS-Amherst home page. [Note: Our Class is the "SPARK" option and use your UMASS logon and password to access the class.]

Required Text Book:

- Mason, Peter. (2003). *Tourism impacts, planning and management*. Oxford: Butterworth Heinemann. [ISBN 0 7506 5970X]

Other Readings:

- • Assigned case studies

Credit Hours: 3

Course Objectives:

Students will be able to...

- identify and evaluate the social, cultural, political, environmental and economic impacts of tourism policy, planning, and development.
- understand tourism development policies and practices in both developed and developing countries as well as in urban and rural settings.
- examine corporate strategies for tourism.
- conduct C-PEST, SWOT, and ASEB analyses using case studies.
- discuss the current and future trends that impact tourism.

In addition, students will have the opportunity to further develop the following skills:

- well organized oral presentations.
- dynamic visual presentations (using MS POWERPOINT).
- effective team work.
- efficient scanning of media sources and secondary data sources to identify current events and trends.
- resourcefulness in the collection of data (e.g. tourism policies, plans, development issues and impact studies from cities, towns, counties, countries, etc.)
- convincing arguments for the viewpoint(s) they hold.

Grade and Grade Distribution:

For this course the following scale will be used:

|            |            |            |                |            |            |           |            |
|------------|------------|------------|----------------|------------|------------|-----------|------------|
| A = 93+    | A- = 90-92 | B+ = 87-89 | B = 83-86      | B- = 80-82 | C+ = 77-79 | C = 73-76 | C- = 70-72 |
| D+ = 67-69 | D = 63-66  | D- = 60-62 | F = 59 or less |            |            |           |            |

Assessment Method & Percentage of Total Grade:

Homework Assignments Based on Course Reading Material or a Mini-Case Study: *(20% of Total Grade) [Note: Late assignments will not be accepted as we will discuss the assignments in class on the date that they are due.]*

Active Class Participation based on the following: (1) Current Events & Trends that Impact Tourism (see below), (2) Graded In-Class Team exercises, & (3) Participation in class discussions: *(15% of Total Grade)*

- Students are expected to write a brief overview of a current topic related to tourism and hospitality with a citation of its source and come to EVERY lecture class prepared to give a 1-2 minute overview of a current topic from a newspaper, magazine, trade journal, etc. and discuss how the topic or incident impacts tourism.

Mid-Term Exam: *(25% of Total Grade)*

- Exam will cover the lecture on Tourism Policy; Chapters 1-13 in the text book and related case studies.

Final Team Case Study & Presentation: *(40% of Total Grade)*

Student teams will be assigned a tourism policy, planning, or development case. Each team (maximum of 3 people, can be individual if requested) must first give a brief overview of the case and the key issues involved and then give their own assessment of (or position on) the way in which the tourism policy, planning, or development occurred or should occur. In addition, student teams will work in to complete the following:

1. collect and review available tourism policy, planning, development, and marketing documents. (These will be a mix of documents. For example they may include a planning document from a city; a development plan from a collection of stakeholders; and newspaper

accounts of the various perspectives, issues, problems, and opportunities associated with the development.)

2. evaluate tourism plans of comparable communities or sites

- (This will require the identification of comparable communities or sites, obtaining copies of their tourism plans, and then analyzing the relevant plans, news accounts, etc.) .

3. conduct C-PEST, SWOT, and/or ASEB analyses.

4. develop a perspective visitor profile & brief marketing plan.

5. write a 20-30 page report based on findings.

6. give a formal power point presentation on Dec 11<sup>th</sup>.

7. Both the paper and the power point presentation must be submitted on the class WEBCT site and a hard copy of the final paper must be submitted on the date of the formal presentation.

Additional information about the cases will be given in class.

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Total 100%

Attendance Policy: Attendance is required! Attendance will be taken and in-class assignments will be given during the Tuesday lectures. Students are allowed one personal cut (i.e. absence for any reason). Additional unexcused absences from the class will affect the student's final grade. Excused absences for a legitimate reason are defined by the UMASS administration. Appropriate notice and/or provision of the appropriate documentation is required. All students are responsible for all announcements made in class irrespective of whether or not they attend class. Students missing classes will be presumed to have agreed with any group action taken in class (e.g. changing class or assignment dates, times, or meeting place, etc.).

Academic Honesty: According to UMASS-Amherst documents "intellectual honesty requires that students demonstrate their own learning during examinations and other academic exercises and that their sources of information or knowledge be appropriately credited". Students in this class are expected to diligently practice academic honesty and will be held accountable for their actions according to the policy and procedures established by the University of Massachusetts-Amherst. A clear description of students' rights and responsibilities as well as policy and procedures regarding code of conduct and academic honesty is contained on the following UMASS-Amherst web sites: [http://www.umass.edu/dean\\_students/code\\_conduct/](http://www.umass.edu/dean_students/code_conduct/)

[http://www.umass.edu/dean\\_students/code\\_conduct/acad\\_honest.htm](http://www.umass.edu/dean_students/code_conduct/acad_honest.htm)

### TENTATIVE SCHEDULE

| <b>WEEK</b> | <b>DATE</b> | <b>TOPIC</b>   |
|-------------|-------------|--|
| 1           | TU 04SEP    | <i>Welcome &amp; Overview of Course</i><br>Lecture on Tourism Policy and its Connection to Planning, Development, and Management of Tourism  |
| 2           | TU 11SEP    | Lecture on Chapter 1 Social change and the growth of tourism<br>Lecture on Chapter 2 Theoretical perspectives on tourism development<br>Plus related mini-cases for both chapters. |
| 3           | TU 18SEP    | Lecture on Chapter 3 An introduction to tourism impacts<br>Lecture on Chapter 4 The economic impacts of tourism<br>Plus related mini-cases for both chapters.                      |
| 4           | TU 25SEP    | Field Trip/Activity TBA  |
| 5           | TU 02OCT    | Lecture on Chapter 5 The social-cultural impacts of tourism<br>Lecture on Chapter 6 Environmental impacts of tourism<br>Plus related mini-cases for both chapters.                 |
| 6           | TU 09OCT    | No Class - Monday class schedule for this date   |

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| 7  | TU 16OCT | <p>Lecture on Chapter 7 Tourism planning and management: concepts and issues</p> <p>Lecture on Chapter 8 The key players in tourism planning and management</p> <p>Plus related mini-cases for both chapters.</p>   |
| 8  | TU 23OCT | <p>Lecture on Chapter 9 Visitor management</p> <p>Lecture on Chapter 10 Managing the natural resources for tourism</p> <p>Plus related mini-cases for both chapters.</p>  |
| 9  | TU 30OCT | <p><i>Mid-Semester Date</i></p> <p>Activity TBA</p>   |
| 10 | TU 06Nov | <p>Lecture on Chapter 11 Tourism planning and management and the host community</p> <p>Lecture on Chapter 12 Tourism planning and management and the tourism industry</p> <p>Lecture on Chapter 13 Partnerships and collaboration in tourism</p> <p>Plus related mini-cases for all three chapters.</p> |
| 11 | TU 13NOV | Mid-term Exam   |
| 12 | TU 20NOV | Lecture on Research Methods and Community Involvement in Tourism Policy, Planning, Development, and Management of Tourism   |
| 13 | TU 27NOV | <p>Lecture on Chapter 14 Education as a technique in tourism planning and management</p> <p>Lecture on Chapter 15 Self-regulation as a technique in tourism planning and management</p> <p>Lecture on Chapter 16 Information technology and tourism</p>   |

|    |          |   |
|----|----------|---|
|    |          | planning<br>and management<br>Plus related mini-cases for all three chapters.   |
| 14 | TU 04DEC | Lecture on Chapter 17 Tourism planning and management sustainability<br>Lecture on Chapter 18 Conclusions and the future of tourism planning and management<br>Plus related mini-cases for both chapters. |
| 15 | TU 11DEC | Final Cases [Papers & Presentations]<br><br><i>Last Day of Class</i>  |

OTHER IMPORTANT INFORMATION:

1. Be aware that many of the materials created for this course are the intellectual property of the instructor. This includes, but is not limited to, the syllabus, lecture and course notes. Except to the extent not protected by copyright law, any use, distribution or sale of such materials requires the permission of the instructor.

2. Please be aware that it is a violation of university policy to reproduce, for distribution or sale, class lectures, class notes, or other class materials, unless copyright has been explicitly waived by the faculty member.

3. All of the materials created for this course are copyrighted and the copyright has not been waived.