

HTMGT 433 - Tourism Policy and Planning

Schedule # 50984, Section 1 & Schedule # 51028, Section 2

Spring Semester 2008

HT-MGT 433 Tourism Policy and Planning

Social, economic, and environmental dimensions of tourism. Selected problems in travel and tourism including psychological, sociocultural and economic impacts.

Open to HTM Seniors with a Tourism, Convention & Event Mgt subplan or Travel Administration subplan. Prerequisite: HT-MGT 100 (formerly HRTA 100)

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 SPARK course site for email
- Office Hours: Tuesdays & Thursdays 10:00AM-12:00PM (Other times by appointment.)

Time & Place:

Section 1: Tuesdays & Thursdays, 2:30-3:45PM – Flint 201

Section 2: Tuesdays & Thursdays, 4:00-5:15PM – Flint 105

Class WebCT Page:

<https://spark.oit.umass.edu/webct/entryPageIns.dowebct>

Another way to access the site is from the UMASS-Amherst home page. [Select Spark/umassOnline and then select the "SPARK" option. 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.
- reflect and evaluate learning

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.

The structure of this course reflects the Isenberg School of Management Undergraduate Curricular Objectives as well as the competency framework for this particular capstone course. At the beginning of every class we will go over the curricular objectives and competencies that will be addressed and at the end of class we will assess how effectively we achieved our goals. The learning process in this class is a shared venture.

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 and evaluation of the learning process: (20% 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 minute overview of a current topic from a newspaper, magazine, trade journal, etc. and discuss how the topic or incident impacts tourism. [Note: Not every student will be able to speak at every class period; however, we will collect the assignment during every class period.]
- Graded In-Class Team Exercises will be based on the topic and reading materials for that particular day. Students are expected to read the chapters and other assigned reading prior to class.
- Students are expected to attend class and participate in class discussions and the evaluation of the learning process.

Mid-Term Mini-Case: (25% of Total Grade)

[One 8-10 page position paper that addresses the issues in a particular tourism case study and a power point presentation.]

Student teams will be assigned a tourism policy, planning, or development case. Each team (maximum of 3 people, can be individual if requested) will be given a set of questions to address. Each team must first give a brief overview of the case, the key issues, and the set of questions they addressed. Teams will then describe the particular assessment tools they used, discuss their findings, and present the management decisions and/or recommendations that they have developed.

Teams will be assigned one of the following presentation dates: 03APR, 08APR, 10APR and will have 10 minutes to give a brief presentation highlighting their work).

Specific information about the cases will be given during class.

Final Team Case Study & Presentation: (35% of Total Grade)

[One 18-20 page case (including references and appendixes containing source data) and a power point presentation.]

Student teams will develop a tourism related case. This final case is a culminating experience for this course and builds on the skill sets and knowledge base gained from this course as well as others.

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, etc. 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 18-20 page report based on findings.

6. give a 10 minute power point presentation highlighting their work. Teams will be assigned one of the following presentation dates: 06MAY, 08MAY, 10MAY.)

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._____

Total 100%

Attendance Policy: Attendance is required! Attendance will be taken and in-class assignments will be given during class. 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/acad_honest.htm

TENTATIVE SCHEDULE

WEEK	DATE	TOPIC
1	TU 29JAN	<i>Welcome & Overview of Course</i>
1	TH 31FEB	Lecture on Tourism Policy and its Connection to Planning, Development, and Management of Tourism
2	TU 05FEB	Lecture on Chapter 1 Social change and the growth of tourism Plus related mini-case.
2	TH 07FEB	Lecture on Chapter 2 Theoretical perspectives on tourism development Plus related mini-case.
3	TU 12FEB	Lecture on Chapter 3 An introduction to tourism impacts Plus related mini-case.
3	TH 14FEB	Lecture on Chapter 4 The economic impacts of tourism Plus related mini-case.
4	TU 19FEB	No Class - Monday Class Schedule
4	TH 21FEB	No Class - Special Assignment

5	TU 26FEB	Lecture on Chapter 5 The social-cultural impacts of tourism Plus related mini-case.
5	TH 28FEB	Lecture on Chapter 6 Environmental impacts of tourism Plus related mini-case.
6	TU 04MAR	Lecture on Chapter 7 Tourism planning and management: concepts and issues Plus related mini-case.
6	TH 06MAR	Lecture on Chapter 8 The key players in tourism planning and management Plus related mini-case.
7	TU 11MAR	Lecture on Chapter 9 Visitor management Plus related mini-case.
7	TH 13MAR	Lecture on Chapter 10 Managing the natural resources for tourism Plus related mini-case.
8	TU 18MAR TH 20MAR	No Class - Spring Break Week
9	TU 25MAR	First Lecture on Research Methods and Community Involvement in Tourism Policy, Planning, Development, and Management of Tourism (Plus related reading.) Mid-Semester Date

9	TH 27MAR	Second Lecture on Research Methods and Community Involvement in Tourism Policy, Planning, Development, and Management of Tourism (Plus related reading.)
10	TU 01APR	Lecture on Chapter 11 Tourism planning and management and the host community Plus related mini-case.
10	TH 03APR	Mid-term Mini-Case presentations
11	TU 08APR	Mid-term Mini-Case presentations
11	TH 10APR	Mid-term Mini-Case presentations
12	TU 15APR	Lecture on Chapter 12 Tourism planning and management and the tourism industry Plus related mini-case.
12	TH 17APR	Chapter 13 Partnerships and collaboration in tourism Plus related mini-case.
13	TU 22APR	Lecture on Chapter 14 Education as a technique in tourism planning and management Lecture on Chapter 15 Self-regulation as a technique in tourism planning and management Plus related mini-cases for both chapters.

13	TH 24APR	Lecture on Chapter 16 Information technology and tourism planning and management Plus related mini-case.
14	TU 29APR	Lecture on Chapter 17 Tourism planning and management sustainability Plus related mini-case.
14	TH 01MAY	Lecture on Chapter 18 Conclusions and the future of tourism planning and management Plus related mini-case.
15	TU 06MAY	Final Cases [Papers & Presentations]
15	TH 08MAY	Final Cases [Papers & Presentations]
16	TU 13MAY	Final Cases [Papers & Presentations] <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.