

Module: Tourism Planning and Control by Lisa Cove-Burrell

Code: ITM2502

20 credits at level HE5

Description and Purpose of Module

tourism planning theory, issues and implementation techniques

visitor management theory and issues with particular reference to service quality and theory

the nature and importance of tourism education and training as an on-going activity

Indicative Syllabus Content

- tourism planning and development
- public sector tourism policy and organisation
- destination and site development
- sustainable development
- public and private sector interface
- the regulation of tourism development and operations
- management of the tourist experience
- service management and quality
- tourism education, training and professional development

Learning, Teaching and Assessment

The formal contact hours available to this module are as follows:

Formal Lectures x 12

Seminars x 18

Tutorials x 6

Presentations x 6

Coursework x 58 hours

Independent Research x 100 hours

Total Learning Hours = 200

Students will be expected to undertake preliminary reading prior to lectures. The tutor will consolidate this information by a mix of standard lectures coupled with, group work sessions and tutorials. Students will be expected to demonstrate a certain independence in their study by research which encompasses texts beyond those advised by the tutor. Tutorials will allow for guidance and feedback on progression within the module.

Assessments:

The first assignment will involve writing an essay of 2000 words, in which the development of tourism in a specific destination area will be critically assessed through the examination of planning policy and tourism impacts. Suggestions to improve destination sustainability will be produced.

The second assignment will be a seminar paper of 1250 words. Students will be required to write a paper relating to visitor management and quality theory and use secondary information together with observational techniques to demonstrate how these are applied in a tourist destination. Findings will be presented in a seminar forum.

A group presentation relating to tourism education, training and professional development will provide the third means of assessment. Students will summarise the education, training and development routes available and illustrate the importance of these to stakeholders within the tourism industry. Students will provide evidence of knowledge, as well as awareness of their own future development opportunities.

Learning Outcomes and Assessment Criteria

	Learning Outcomes when you have successfully completed this module you will:	Assessment Criteria to demonstrate that you have achieved the learning outcome you will:
1.	understand the principles of tourism planning and development theory	- interpret case-studies illustrating theory and practice of planning and development - demonstrate how the issues of tourism impacts and sustainable development relate to tourism planning and visitor management
2.	outline the nature and importance of visitor management techniques and service quality practices	explain the significance of visitor management techniques and service quality management
3.	outline the nature and importance of tourism education, training and on-going professional development	recognise the importance of tourism education, training and professional development and identify routes for achieving objectives relating to these

Assessment

Your achievement of the learning outcomes for this module will be tested as follows:

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Type	CW	CW	PRE
Description	Essay 2000 words	Seminar paper of 1250 words and presentation	Group presentation
%age	50	30	20
Final Assessment	N	N	Y
Learning Outcomes	1	2	3

Prerequisite Module(s)

There are no prerequisites for this module.

Barred Combinations

No restrictions apply.

Indicative Reading

Textbooks:

Cooper, C. Fletcher, J. Gilbert, D. Shepherd, R. and Wanhill, S. (2008) *Tourism Principles and Practice* (4th edition), Harlow: Longman

Cooper, C. and Hall, C. (2008) *Contemporary Tourism: An International Approach* Oxford: Butterworth-Heinemann

Hall, C. M. (2008) *Tourism and Planning: Policies, Processes and Relationships* (2nd edition), London: Prentice Hall

Mowforth, M. & Munt, I. (2003), *Tourism and Sustainability: Development and New Tourism in the Third World*, London: Routledge

Page, S., Brunt, P., Busby, G., Connel, J. (2006) *Tourism: A Modern Synthesis* (2nd edition), London: Thomson

Pender L and Sharpley R (eds.) (2005) *The Management of Tourism*, London: Sage

Theobald, W (ed) (2004) *Global Tourism: The Next Decade*, 3rd edition, Oxford: Butterworth Heinemann

UNEP (2005) *Making Tourism More Sustainable: A Guide for Policy Makers*, Paris: UNEP

Weaver D (2006) *Sustainable Tourism*, Oxford: Butterworth-Heinemann

Journals:

Annals of Tourism Research

International Journal of Tourism Research

International Journal of Contemporary Hospitality Management

Journal of Vacation Marketing

Tourism Management

Tourism and Hospitality Planning & Development,

Travel and Tourism Analyst

Websites:

http://www.blackpooltourism.com/resources/files/77_187_25visitoreconstrat.pdf (link to Blackpool's tourism strategy)

www.culture.gov.uk (Department of Culture, Media and Sport website)

<http://www.intute.ac.uk/socialsciences/travel/> (Internet resources for tourism)

<http://www.heacademy.ac.uk/johlste> (Online journal for Hospitality, Leisure, Sport & Tourism Network in Higher Education)

www.prospects.ac.uk (Graduate Careers Website)

www.un.org/esa/sustdev/sdissues/tourism/tourism.htm (United Nations website- sustainable tourism)

<http://www.world-tourism.org> (United Nations World Tourism Organization)

Module Type:	STAN
Module Length:	1
Host Subject Group:	
Version Number::	0.1

Activity Log

User Name	Date Accessed	Action
lac2	27/11/2006 12:41:17	amended
lac2	27/11/2006 12:41:48	amended
lac2	03/08/2007 09:08:57	amended
lac2	22/06/2009 14:41:48	Ammended
Admin	21/10/2009 10:45:09	Ammended
Admin	29/09/2010 14:54:21	Revalidated

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