GEOG3304 Tourism Policy and Planning

TIMETABLE ARRANGEMENT: Annual; 2nd Semester

CREDITS: 6

COURSE TEACHER: Professor Benjamin L. IAQUINTO

ASSESSMENT:

<table>
<thead>
<tr>
<th>EXAMINATION 40 %</th>
<th>COURSEWORK 60 %</th>
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<td>• 2 hours</td>
<td>• 1 group field trip report</td>
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<td>• 1 individual essay</td>
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OBJECTIVES:
This course demonstrates the importance of policy making and planning to the functioning of the tourism industry and the competitiveness of destinations.

COURSE SYNOPSIS:
This course aims at demonstrating the critical importance of tourism policy to the competitiveness and sustainability of a destination and relates tourism planning to policy making. The course outlines the structure, content and formation of tourism policy and the planning and management strategies articulated in the context of social, economic, political and environmental impacts of tourism. Students will be introduced to case studies worldwide so as to appreciate the geographical specificities of, and develop a critical perspective towards, tourism policy and planning.

LECTURE TOPICS:
- What is tourism policy?
- Principles and processes of tourism planning
- Destination making: Tourism marketing and identities
- Tourism transport, logistics and mobilities
- Tourism and poverty alleviation
- Towards a sustainable tourism policy?
- Policy and planning for niche/alternative tourism
- The future of tourism policy and planning: Challenges and issues

RECOMMENDED READING LIST:
In order to meet the demands and challenges in this dynamic and ever-changing world, the Department has designed a series of well-structured and contemporary courses to cater to the different interests of students. Its courses are designed to align with the University’s educational aims which hope to nurture future generations not only with a critical and intellectual mindset, but also with a passion to contribute to society in general.

After completing the programme, Geography Major students should be able to:

PLO1 critically analyse the geographical aspects of the relationship between people and the natural environment;
PLO2 demonstrate and develop an understanding of how these relationships have changed with space and over time;
PLO3 identify, collect and utilize primary and secondary data to investigate and analyse the issues and problems facing people, places and society;
PLO4 integrate, evaluate and communicate information from a variety of geographical and other sources;
PLO5 participate in promoting social, economic and environmental sustainability at the local, regional and global scales; and
PLO6 effectively apply a range of transferable skills in academic, professional and social settings.