

**TIMETABLE ARRANGEMENT:** Annual; 2nd Semester

**CREDITS:** 6

**COURSE TEACHER(S):** Dr. Benjamin L IAQUINTO

**ASSESSMENT:**

EXAMINATION 50 %	COURSEWORK 50 %
• 2 hours	• 1 group field trip report • 1 individual essay

**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:**

- Goeldner, C.R., & Ritchie, J.R.B. (2012). *Tourism: Principles, Practices, Philosophies*, Hoboken, NJ: John Wiley & Sons. [Ebook available on HKU Libraries website]
- Dredge, D and Jenkins, J. (2016). *Stories of Practice: Tourism Policy and Planning*. Taylor and Francis.
- Andriotis, K., Styliadis, D. & Weidenfeld, A. (Eds) (2019). *Tourism policy and planning implementation : issues and challenges*. London: Routledge. [Ebook available on HKU Libraries website]

Course Learning Outcomes (CLOs) After completing this course, students would be able to:		Alignment with Programme Learning Outcomes (PLOs)*						Course Assessment Methods
		1	2	3	4	5	6	
1	understand the role of policy and planning in tourism development	✓	✓					Exam, essay & field trip report
2	learn terms and concepts related to tourism policy and planning	✓	✓					Exam, essay & field trip report
3	appreciate the process of tourism marketing				✓		✓	Essay & field trip report
4	understand economic, environmental and social impacts of tourism					✓		Essay & exam
5	critically assess research and professional literature			✓	✓			Essay & field trip report
6	apply theories to practice through group projects			✓			✓	Field trip report
7	develop analytical and writing skills through individual research						✓	Essay & exam

### **\*Geography Major Programme Learning Outcomes (PLOs)**

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.