

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Tourism Policy and Planning		
<b>Module Code</b>	19-7T03-00S		
<b>Level</b>	7		
<b>Credit Points</b>	15		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 40% Coursework 60%		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	Long: 2 semesters	Short: 1 semester	<b>Other delivery pattern:</b>
YES	NO	YES	None

### 1 MODULE AIMS

These are the aims of the module are to:

1. examine approaches to tourism policy-making and planning in relation to the objectives sought, the methods used, and the practical outcomes that result;
2. evaluate the diverse and often conflicting environmental, community, commercial and political influences affecting tourism policy-making and planning processes; and
3. consider the processes involved in tourism policy-making and planning and in particular the extent to which they promote participation, inclusiveness and equity.

### 2 MODULE LEARNING OUTCOMES

**BY THE END OF THE MODULE YOU WILL BE ABLE TO:**

1. apply a range of approaches used in tourism policy-making and planning;
2. identify how tourism planning relates to issues of democracy, power relations and equity;
3. evaluate approaches to tourism planning that seek to widen participation;
4. use local tourism planning sources to critically assess the practical application of approaches to tourism planning;
5. evaluate approaches to tourism planning in relation to their objectives, methods and outcomes; and

6. identify and appraise how tourism planning can be adapted to the specific circumstances in selected tourist destinations.

### **3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES**

The module is taught using lectures, workshops and seminars to examine approaches to tourism policy-making and planning and to consider how they relate to the issues of democracy and power. The lectures are followed by a workshop, where you will work with such information sources as tourism plans and newspaper reports, or by a seminar, where you will discuss tourism policy-making and planning based on journal articles and primary documentation. In addition to a general reading list, there are more specific lists of references and other materials for the topics covered in the classes and included in the assignment choices. The assessment involves two pieces of coursework. The first assignment is an essay-style review of a debate related to a specific aspect of tourism policy-making, based on a choice of options. The second assignment is an essay that evaluates the tourism policy-making and planning in a specific tourist destination.

### **ASSESSMENT STRATEGY AND METHODS**

<b>Task No.</b>	<b><u>TASK DESCRIPTION</u></b>	<b>SI Code</b>	<b>Task Weighting %</b>	<b>Word Count / Duration</b>	<b>In-module retrieval available</b>
1	Coursework	CW	40%	1500 words	Yes
2	Coursework	CW	60%	2500 words	No

### **4 INDICATIVE MODULE CONTENTS / TOPICS**

- The nature of tourism policy and planning.
- Normative and critical approaches.
- Policy cycles and adaptive policy-making.
- Democracy and power in tourism policy-making.
- Partnerships and networks in tourism policy-making.
- Community tourism approaches.
- Policy instruments and approaches.
- Islands and dependency and agency in tourism planning.
- Coastal tourism planning.

### **FURTHER INFORMATION ABOUT THIS MODULE**

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
  - Module Handbook
  - Module Blackboard site

- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

#### **FINAL TASK**

<b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b>	<b>Task No.</b>
	2

#### **MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	<b>Y</b>
<b>Single Referral Package for All Referred Students</b>	<b>N</b>

#### **REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review