Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Sustainable Tourism Planning
SI MODULE CODE	44-6922-00L
CREDITS	20
LEVEL	6
JACS CODE	N830
SUBJECT GROUP	Tourism
DEPARTMENT	Service Sector Management
MODULE LEADER	Dr Peter A Whalley

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		164	200

MODULE AIM

• Develop a critical awareness of tourism planning from a sustainable development perspective, including attention to socio-economic and environmental issues and to different types of tourism destinations;

• Develop an understanding of the importance of sustainable tourism planning, the different actors affected by and involved in this planning, and the different approaches that are employed;

• Relate "best practice" principles and theory to the practical implementation of sustainable tourism planning;

• Assess the appropriateness of different approaches to sustainable tourism planning for the circumstances of specific tourist destinations.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Evaluate the socio-economic, environmental, and organisational issues that affect sustainable tourism planning;
2. Interpret the importance, character and value of sustainable tourism planning in relation to the circumstances of specific tourist destinations;
3. Demonstrate critical understanding of the "best practice" principles and theory of sustainable tourism planning and also of their practical application;
4. Critically assess the value of different approaches and tools used in practice in sustainable tourism planning, including against "best practice" principles and theory;
5. Analyse the actors affected by, and involved in, sustainable tourism planning;
6. Collect relevant tourism planning sources in order to assess critically the approaches to sustainable tourism planning in a specific destination;
7. Demonstrate professional and ethical judgement in evaluating decision making in tourism planning.

INDICATIVE CONTENT

- Purpose of sustainable tourism planning;
- Character of, and approaches to, tourism planning for sustainable development;
- Formal and adaptive tourism planning and plans;
- Tourism growth management;
- Partnerships and consultation in sustainable tourism planning;
- Sustainable tourism planning for islands;
- Sustainable tourism planning for rural areas;
- Sustainable tourism planning for coastal regions.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS
Students will be supported in their learning, to achieve the above outcomes, in the following ways

- Lectures;
- Workshops and seminars, notably to assess case studies;
- Assignment tutorials;
- Self-study activities;
- Tutor feedback on a written assignment proposal in a tutorial;
- Study support materials on Blackboard;
- Assessment in the form of a formal critical evaluation of a tourism planning strategy,plus an examination.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Essay: A critical evaluation of sustainable tourism planning in a tourism plan	CW	50%	Not to exceed 2500 words	N
2	Examination	EX	50%	2 hours plus reading time	N

The coursework assessment task involves writing an essay based on a choice of essay titles, type of tourist destination, and specific tourism plan or strategy. The choice of these has to be approved by a Module tutor. Each essay question requires you to apply your understanding of tourism planning and sustainable tourism theory to critically evaluate the practice of tourism planning in your selected tourism plan or strategy for a tourist destination. It allows you to develop your critical understanding of the application of tourism planning and sustainable tourism in tourism plans or strategy.

The coursework assessment task counts for 50% of the Module assessment. There is also an examination at the end of the Module, which also counts for 50%. The examination involves writing two essays in response to a choice of essay questions concerning tourism planning topics covered in the Module.

FEEDBACK
Students will receive feedback on their performance in the following ways

For your coursework assessment task you will receive tutor feedback in a tutorial about your choice of tourism plan or strategy and your initial thoughts about a major tourism planning issue identified in your tourism plan and its relevance for sustainable development (note that the assignment title is not

exactly the same as this). This feedback will occur in time for you to be able to respond to the advice in your coursework assessment.

Your coursework assessment task will be returned to you with feedback comments and mark, and with the opportunity to discuss it in a one-to-one tutorial with your Module tutor. This will occur in time for you to use this feedback in your examination revision and in the examination.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended General Texts

Bramwell, B. and Lane, B. (Eds) (2011) **Tourism Governance: Critical Perspectives on Governance and Sustainability.** Routledge: London.
*Dredge, D. and Jenkins, J. (2007) **Tourism Planning and Policy.** Milton, Queensland: Wiley Australia.
Dredge, D. and Jenkins, J. (Eds) (2011) **Stories of Practice: Tourism Policy and Planning**. Farnham: Ashgate.
*Hall, C. M. (2008) **Tourism Planning. Policies, Processes and Relationships**. **Second Edition.** Harlow: Prentice Hall.
*Inskeep, E. and World Tourism Organisation (1994) **National and Regional Tourism Planning. Methodologies and Case Studies**. London: Routledge.
*Mason, P. (2003) **Tourism Impacts, Planning and Management**. Oxford: Heinemann-Butterworth.
Swarbrooke, J. (1999) **Sustainable Tourism Management**. Wallingford: CABI.
*Weaver, D. (2006) **Sustainable Tourism**. Oxford: Elsevier.

Supplementary Texts

Agarwal, S. and Shaw, G. (2007) **Managing Coastal Tourism Resorts. A Global Perspective**. Clevedon: Channel View.
Bosselman, F. B., Peterson, C. B. and McCarthy, C. (1999) **Managing Tourism Growth: Issues and Applications**. Washington DC: Island Press.
Bramwell, B. ed. (2004) **Coastal Mass Tourism: Diversification and Sustainable Development in Southern Europe**. Clevedon: Channel View Publications.
Bramwell, B., Henry, I. et al. (1998) **Sustainable Tourism Management: Principles and Practice.** Tilburg: Tilburg University/ATLAS
Bramwell, B. and Lane, B. eds. (2000) **Tourism Collaboration and Partnerships. Politics, Practice and Sustainability**. Clevedon: Channel View Publications.
Butler, R., Hall, C. M. and Jenkins, J. eds. (1998) **Tourism and Recreation in Rural Areas**. Chichester:Wiley.
Gossling, S., Hall, M. and Weaver, D. eds. (2009) **Sustainable Tourism Futures**. London: Routledge
Graci, S. and Dodds, R. (2010) **Sustainable Tourism in Island Destinations**. London: Earthscan.
***Gunn, C. and Var, T.** (2002) **Tourism Planning. Basics, Concepts, Cases** (4th edition fully revised. The third edition is reasonable but longer and less up-to-date). London: Routledge.
***Hall, C. M.** (1995) **Tourism and Public Policy**. London: Routledge.
Ioannides, D., Apostolopoulos, Y., and Sonmez, S. eds. (2001) **Mediterranean Islands and Sustainable Tourism Development. Practices, Management and Policies**. London: Continuum.
***Mowforth, M. and Munt, I**. (2009) **Tourism and Sustainability.**

Development, Globalisation and New Tourism in the Third World. Third Edition. London: Routledge

Reid, D. (2003) **Tourism, Globalisation and Development: Responsible Tourism Planning**. London: Pluto.

Roberts, L. and Hall, D. eds. (2001) **Rural Tourism and Recreation: Principles to Practice**. Wallingford: CABI.

Sharpley, R. and Sharpley, J. (1997) **Rural Tourism: An Introduction**. London: Thompson Business Press.

Singh, S., Timothy, D. and Dowling, R. eds. (2003) **Tourism in Destination Communities.** Wallingford: CABI.

Wilkinson, P. (1997) **Tourism Policy and Planning: Case Studies from the Commonwealth Caribbean**. New York: Cognizant.

Periodicals

Journal of Sustainable Tourism
Tourism Management
Annals of Tourism Research
Current Issues in Tourism
Journal of Policy Research in Tourism, Leisure and Events
Tourism Planning and Development

Internet Sources

BEST EN http://www.besteducationnetwork.org
Centre for Responsible and Sustainable Tourism Development http://www.cenort.org.yu
Global Partnership for Sustainable Tourism Criteria (GSTC Partnership) http://www.sustainabletourismcriteria.org
Green Globe http://www.greenglobeint.com/
International Tourism Partnership http://www.tourismpartnership.org
United Nations Environment Programme http://www.unep.org/
United Nations World Tourism Organization http://www.unwto.org/

You are provided with an extensive list of websites which contain a tourism plan or strategy and which might be suitable for the coursework assessment task. Full instructions are also given about how to use this list of websites and about getting approval for your choice of plan.

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**09/2013**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	**Module Ends**
Course Intake 1	SEPT 2013	MAY 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 2

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	