

**GEORGE MASON UNIVERSITY**  
School of Recreation, Health, and Tourism

TOUR 420-001: Tourism Planning and Policy (3)  
Spring 2010

<b>Day/Time:</b>	Tues & Th 1:30p.m.-2:45p.m.	<b>Class Location:</b>	+PW/BRH, Rm. 132
<b>Professor:</b>	Dr. Peter U. C. Dieke	<b>Email Address:</b>	<a href="mailto:pdieke@gmu.edu">pdieke@gmu.edu</a>
<b>Office Locations:</b>	+PW/BRH, Rm. 201D	<b>Phone Number:</b>	703-993-4260 (message)
<b>Office Hours:</b>	+PW/BRH, 201D: Tues 10:00a.m.-12:00 noon Or by appointment	<b>Fax Number:</b>	703-993-2025

**Key:**

+ = Prince William Campus-Bull Run Hall

**PREREQUISITES**

PRLS 310 and TOUR 340

**COURSE DESCRIPTION**

This course examines the principles of planning and policy that apply to integrated and sustainable tourism development at the international, national, state, regional, local and site scale. Government, industry and community perspectives are taken into consideration.

**COURSE OBJECTIVES**

On completion of this course students should be able to:

1. Understand the concepts of tourism planning and tourism policy;
2. Explain the relationship between policy for, and planning of, tourism;
3. Develop their power of analysis in relation to tourism development planning; and
4. Appreciate tourism policy planning implementation guidelines and associated challenges within a variety of local, regional, national, and international settings.

**REQUIRED READINGS**

There is no formal assigned textbook for this course. However, the following books are suggested:

Gunn, Clare A. (2002), *Tourism Planning*, 4<sup>th</sup> edition. London/New York: Routledge.

Inskip, Edward (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, 1<sup>st</sup> edition. New York: John Wiley.

**EVALUATION**

The course will have four (4) major grading situations (see assignment outlines/requirements below). The assessments will require the use of information derived from: lecture material; general print and online library resources; and external data sources. Additional readings and other course materials in the form of power-points will be available on the web at via Blackboard (Bb). All assignments will be assessed based on their content, organization (or structure) and quality of the presentation.

**(a) Requirements**

<i>Midterm Exam</i>	March 2 (close book)	20%
<i>Group Case Study &amp; Presentation</i>	See course outline	30%
<i>Participation</i>		20%
<i>Final examination</i>	May 6; 1:30pm-4:00pm	30%
<i>Total</i>		100%

**(b) Grading Scale**

A+ = 97-100	B+ = 87-89	C+ = 77-79	D = 60-69
A = 94-96	B = 84-86	C = 74-76	F = 0-59
A- = 90-93	B- = 80-83	C- = 70-73	

<b>TENTATIVE COURSE SCHEDULE/OUTLINE</b>			
<b>Week</b>	<b>Date</b>	<b>Content</b>	<b>Group Activity</b>
2	01/26 01/28	<b>Introduction to the course</b> Focus, setting, and scope of course material <u>Nature and Definitions:</u> (a) Tourism; the Tourism Sector; the Tourism Product.	
3	02/2 02/4	(b) Tourism Policy (c) Tourism Planning	
4	02/9-11	(c) Tourism Development: Integration of policy for, and planning of, tourism	
5	02/16 02/18	An Approach to tourism development planning: Some issues – national, sub-national and site-specific planning Tourism Demand & Tourism Supply Analyses	
6	02/23 02/25	Determining tourism growth targets <b>Midterm Exam – Review Guide</b>	
7	03/2 03/4	<b>Midterm Exam</b> <b>No class (instructor overseas)</b> <b>Self Directed Study</b>	
8	03/16 03/18	Economic Considerations in Tourism Planning Social, Cultural, and Environmental Implications of Plan	
9	03/23 03/25	Social, Cultural, and Environmental Implications of Plan Financing and Investing in Tourism	
10	03/30 04/1	Human Resource Planning in Tourism Community Awareness; Community Involvement; Tourism Sustainability	
11	04/6 04/8	<b>1<sup>st</sup> Review Session (Weeks 2-6)</b> <b>2<sup>nd</sup> Review Session (Weeks 8-10)</b>	
12	04/13 04/15		<b>Class Presentation: Group 1</b> <b>Class Presentation: Group 2</b>
13	04/20 04/22		<b>Class Presentation: Group 3</b> <b>Class Presentation: Group 4</b>
14	04/27 04/29	<b>Final Exam Handed Out</b> <b>Course Evaluation</b>	<b>Class Presentation: Group 5</b>
15	05/6	<b>Final Exam (1:30 pm-4:00 pm)</b>	

