



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1TR790 Tourism Planning and development (U), 7,5 högskolepoäng
Tourism Planning and development (U), 7.5 credits

Main field of study

Tourism Studies

Subject Group

Tourism and Recreation Studies

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by the Board of the School of Business and Economics 2009-06-15

The course syllabus is valid from spring semester 2010

Prerequisites

Special eligibility: 22,5 ECTS in Tourism Studies or the equivalent.

Expected learning outcomes

After completing this course the student should be able to:

- understand of the nature of planning & development - from modern view of planning to a postmodern planning process
- describe different sustainability aspects of tourism development and planning

Content

The course is based on research findings within the subject area in relation to the context of social sciences.

The Emergence of Tourism Planning and Techniques for planning and development

- The nature of planning, processes and relationships
- The history of planning and the evolution of a planning process
- Different planning techniques
- Culture as an experience resource
- Global society and tourism development
- The concept of regions and regional development
- The tourism system - from the global to the local level
- Entrepreneurship and development
- Gender perspectives on tourism planning and development

Tourism planning and sustainable development

- The history of sustainable development
- Sustainability in glocal society
- Sustainable economy by sustainable ecology?
- What is sustainable tourism planning?
- Sustainable tourism planning
- Planning for protected areas
- Community approach
- Tourism and sustainability in the south, north, east and west
- Western ideologies
- Developing countries
- The concept of regions and regional development

Type of Instruction

The tuition consists of lectures, guest lectures, seminars, case studies and group exercises. Guest lectures and seminars are compulsory. Active student participation is required in seminars, where assignments are worked out and presented. Participation in case study exercises, seminar exercises etc, is obligatory, as is preparation for these.

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

The grading is mainly based on the written exam but also on assessment of the seminar reports as well as the student's ability to present and discuss report contents.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate

responsibility for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Required literature

Hall Michael. (2008): *Tourism Planning : policies, processes and relationships*. Second edition. Prentice Hall. 302 s. ISBN978-0-13-204652-7

Svenska skrivregler, Språkrådet (2008) (Swedish rules of writing, the Language Council of Sweden), ISBN 978-91-47-08460-9/ISBN-10: 914708460X, 3:d., [enlarged edition], Stockholm : Liber.

Morgan, N; Pritchard, A. & Pride, R. (2004) *Destination Branding: creating the unique destination proposition*. Second edition. London, Elsevier. 310 s. ISBN978-0-7506-5969-7

Mowforth, M. & Munt, I. (2003) *Tourism and Sustainability: Development and New Tourism in the Third World*. Second Edition. London: Routledge. 330 s. ISBN 0-415-27169-X

Wall, G. & Mathieson, A. (2006). *Tourism: Change, Impacts and Opportunities*. Essex: Pearson Education. ISBN 0-130-99400-6

Additional teaching material

Selected articles 75 s.

Reference literature

Gössling, S. & Hall, C.M. (2006). *Tourism and Global Environmental Change: Ecological, Social, Economic and Political Interrelationships*. New York: Routledge. ISBN 0-415-36132-X

Hall, D. (2004) *Tourism and transition. Governance, transformation and development*. Trowbridge: CABI (also available as E-book at library home page)

Methan, K. (2001) *Tourism in global society: place, culture, consumption*. Basingstoke :Palgrave. 210 s. ISBN 0-333-76058-1

Page, S. & Dowling, R.K. (2002). *Ecotourism*. New York m.fl. Prentice Hall

Robbins, E. (ed.) (2004). *Political Ecology*. Oxford: Blackwell Publishing. 230 s. ISBN1-4051-0266-7

Urry, J. & Macnaghen, P. (1998). *Contested Natures*. London, Sage Publications.