

Tourism Planning

GEOG 455/555

Spring 2004 (2:00- 3:00 MW)

Course Description:

Planning activities associated with the development and marketing of tourist activities. Consideration of both business and leisure travel. Group project focus. Prerequisite: GEOG 454/554

Course Objectives:

The course will place emphasis on the tourism planning process including market research, attraction proposal and development, implementation strategies, and evaluation. Specific objectives include:

1. Identification of tourism opportunities.
2. Evaluation of tourism development plans.
3. Development of project timelines and identification of implementation barriers.
4. Building evaluation strategies into development plans.
5. Public sector projects and public-private partnerships
6. Tourist infrastructure development and supporting services provision.

Instructor:

Dr. Henry W. Bullamore
Gunter Hall 234
Phone: 301-687-4413 (voice mail available)
Internet: hbullamore@frostburg.edu
Office Hours: 10 – 11 M-F

Resource Materials:

Clare A. Gunn with Turgut Var, Tourism Planning: Basics, Concepts, Cases. Fourth Edition, Taylor and Francis, 2002.

Evaluation:

Course Evaluation will consist of two elements: The mid term exams and the group project. The midterm exams will focus on planning theory and strategies as discussed in the first portion of the course. The group project will involve development of a tourism plan by the class (or a portion of the class). The midterm exams will include short answer and essay questions. The group project will strive to be a professional planning report. It will be presented in oral and written summary to a panel of three tourism professionals who will provide written comments to the instructor. The project and presentation will get a single group grade. However, students will get individual feedback from the instructor. A successful group project will require effective background research, analysis, graphic display, and presentation. Because of the constraints of the semester, students will not be judged on the likely success of the project as proposed. If the group concludes that the project is not feasible for any reason, they will be advised to present that finding, but conclude all steps of the project.

Midterm Exam I: 25 percent

Midterm Exam II: 25 percent

Group project: 50 percent

For undergraduates: The course grade will be based on a percentage scale with scores on the three graded elements (scored on a 0 to 100 scale) weighted as noted above. Course grades will be based on 90% and above for an A, 80% for a B, 67% for a C, and 58% for a D.

For graduate students: The course grade will be based on the three elements noted above. If graduate student enrollment levels permit, a separate graduate student project team will be created. The graduate student team will be expected to present a more detailed analysis of their project. Graduate students will be expected to set a high standard for the final presentation as well. The midterm exams for graduate students will be entirely essay and problem situation short answer questions. The three elements will be scored on a 0 to 100 scale for graduate students and combined as a weighted average. The final grade for graduate students will use the 92% and above for an A, 84% for a B, 70% for a C. The grade of D will not be used.

Policies:

Attendance: Students are expected to attend each class and group meeting unless involved in conflicting university activities or they are ill. Because most of the work of the course will be related to the project group, the group will be asked to submit a log of their meetings to the instructor. However, there will be no formal attendance policy.

Academic Honesty: Academic dishonesty will not be tolerated in this course. Academic dishonesty on the midterm exam will lead to course failure. Please consult the Pathfinder for a definition of dishonesty and related issues. The group project and report presents additional honesty issues. Students are expected to share ideas and criticisms with their project group. Academic dishonesty in group projects often relate to documentation of source materials used, knowingly making unreasonable assumptions, selecting data to support a point while ignoring contradictory information, or in anyway presenting an action recommendation not supported by the facts. Academic dishonesty will affect the project grade.

Class Disruption: Disruption of class will not be tolerated. Students disrupting the classroom learning environment will be asked to leave class. Please consult the Pathfinder for a definition of class disruption, and an explanation of university policies on disruptive behavior. Please note that cell phones and pagers must be turned off or set to silent mode during class.

Course Schedule:

Class Week	Topic	Assignment
Part I. Tourism Planning Theory and Practice		
1. Jan 26	Introduction	Gunn, Chapter 1
2. Feb 2	The Tourism System	Gunn, Chapter 2
3. Feb 9	Trends in Tourism	Gunn, Chapter 3
4. Feb 16	Public Sector Policy Issues Midterm Exam I	Gunn, Chapter 4
Part II. Tourism Planning Practice		
5. Feb 23	Regional Tourism Planning	Gunn, Chapters 5 and 6
6. Mar 1	Destination Based Tourism Planning	Gunn, Chapters 7 and 8

