GEOGRAPHY 455/555
Tourism Planning
Spring 2012
(Gunter 101, Tuesday 6 pm)

Catalog Description:
GEOG 455/555. Tourism Planning. 3 cr.
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: 1:30 – 3:00 M and W, 11:00 – 12:00 T and TH

Resource Materials:
Clare A. Gunn with Turgut Var, <u>Tourism Planning: Basics, Concepts, Cases.</u> Fourth Edition, Taylor and Francis, 2002.

Evaluation:
Course Evaluation will consist of two elements: Two midterm 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 midterm exams will include short answer and essay questions.
The group project will involve development of a tourism plan by the class (or a portion of the class).   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: 100 points
      Midterm Exam II: 100 points
      Group project: 200 points
      For undergraduates: The course grade will be based on a percentage scale. Course grades will be based on 90% and above for an A (360 – 400 points), 80% for a B (320 – 359 points), 67% for a C (268 – 319 points), and 58% for a D (232 – 267 points).

      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   Gunn, Chapter 4
                 Midterm Exam I

Part II. Tourism Planning Practice

5. Feb 23   Regional Tourism Planning   Gunn, Chapters 5 and 6

6. Mar 2   Destination Based Tourism Planning   Gunn, Chapters 7 and 8

7. Mar 9   Site Planning Models   Gunn, Chapters 9 and 10
                 Midterm Exam II

Part II: Planning Project

8. Mar 23   Group Baseline and Sources Report

9. Mar 30   Group Alternatives Report

10. Apr 6   Group Project Design Report

11. Apr 13   Group Project Impact Report

12. Apr 20   Group Report: Format and Layout

13. Apr 27   Formal Presentation

14. May 4   Final report and Project Document preparation

15. May 11   Turn in Final Report

Group Project:

        The group project is the most critical element of the course.   It is project focused, and driven by the realities of the work place.   This is a group project.   Individual projects may not be substituted. Critical aspects of the project are designed to develop teamwork, presentation skills, as well as critical thinking skills.   The **final report** will be similar to an agency or consulting firm final report, but will be accompanied by a report on the development of the project.   For example, bibliographic and web research conducted for the project may not be directly reflected in the final project, but would be summarized in the **project development report**. Similarly, the final report might not report on options not pursued, but this would be in the project development report.
        The instructor will assign the topic of the group project.   The topic can not be changed.   In most cases, local tourism officials will suggest the project.   A part of the project will involve discussion with those officials, as well as other citizens.   Every effort will be made to publish and distribute the final report.   This may involve establishment of a project web site.
        The group project is structured to provide many opportunities for discussion and instructor feedback.   Part of class meetings during the first half of the semester will be

devoted to the group project.   These meeting will develop individual assignments, time lines, presentation standards and modifications to the planning process model to fit the specific application.   During the second part of the semester, class meetings will be reserved for group discussions or presentation of preliminary findings.   As noted, the group will present progress updates during class: Baseline Conditions, Alternative Development Options, Proposed Project Design, and on Project Impacts.   These four elements will likely emerge as sections in the group project development report. Additional material will be on purpose and goals determined in early group meetings.

The project involve a formal presentation of the findings. Students must dress appropriately. All members of local and state governing bodies affected by the proposed project, and all local actors in the tourism industry will be invited to the presentation. Three of the invited guests will form an evaluation panel and will be provided with a copy of the report in advance.   They will provide written commentary on the report and presentation that will affect student grades.   Students must attend and participate in the formal presentation to pass the course.   Fifty minutes will be allocated for the presentation.   All members of the group must participate. The final exam period will be a formal critique of the report.

Note: Detailed guidelines and the scoring rubric for the project are on Blackboard.