

Course Syllabus

1	Course title	Tourism Planning and Development
2	Course number	2603424
3	Credit hours (theory, practical)	3 hours
	Contact hours (theory, practical)	3 hours
4	Prerequisites/corequisites	None
5	Program title	BA- Tourism Management
6	Program code	03
7	Awarding institution	University of Jordan
8	School	Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	2 nd - 4 th year
11	Year of study and semester (s)	Second year 2018/2019
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	NA
14	Language of Instruction	English
15	Date of production/revision	Second year 2018/2019

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Dr. Muna Slehat

25043, (Su-Tu-Th: 11 to12; 1-2, 3-4; Mo-We 9 to 2), mslaihat@yahoo.com

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

18. Course Description:

As stated in the approved study plan.

This course introduces students to economic and government policy issues that impact the tourism industry. The course provides a strategic framework for understanding the macroeconomic and

policy environment that is shaped by multilateral institutions, government and the tourism industry. The course also analyses travel patterns and market forces and their economic, environmental, social and political impact. This provides the framework for an in-depth investigation of public policy and the interrelationships between community and recreational development. Local, national and international cases will be explored.

As well as, it examines tourism as a system and as a set of elements that have broadened the concept of tourism into holistic interpretations that have given rise to the modelling of tourism as a system which consists of several interrelated parts working together to achieve common purposes (like a spider's web- touch one part are felt throughout the system). The course focuses on some aspects related to the planning in general as theoretical background such as: the essential characteristics of planning which describe the nature of planning; the importance and the major limitations of planning (to be applied and taken into considerations by students through in their individual and group projects).

The role of planning in tourism and the key role that could play by planning in resolving many of the conflicts that such developments may generate (ex. tourism development) will be discussed. The students will distinguish various geographic scales of planning intervention of tourism as a valuable device for drawing out key differences in emphasis and application within tourism planning, which should be seen as interconnected rather than separate spheres of development. Furthermore, the students will engage at the end of the semester in practical planning through demonstrating their ability to plan and develop their own projects.

19. Course aims and outcomes:

Aims:

The course comprises four main sections. The first section is focused on giving an introduction to what can be considered the theoretical background of the planning, as it is important to explain some important issues related to planning such as the concepts, characteristics, importance and limitations in order to be taken into considerations by students when they apply their own individual or group projects. As well, Attention would be paid to the nature of tourism growth and development and increased attention would be also given to analyse the elements of a whole tourism system framework. The second section examines the approaches that will be encountered in the application of planning in

tourism. The third section examines various geographic scales of planning intervention in tourism across a variety of environments such as: natural, rural and urban. The fourth section focused on explaining the tourism development plans through several major areas of information that are required for analysis before a tourism product plan can be prepared

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to

1- State the various meanings of planning;

2- Describe the characteristics and importance of planning;

3- Explain the limitations of planning;

4- Analyse the steps in the planning process;

5- Define and explain key concepts and issues concerning tourism planning, tourism development and tourism management;

6- Identify and evaluate several planning approaches and models that could applied to tourism planning;

7- Distinguish various geographic scales of planning intervention of tourism;

8- Identify key stakeholders involved in tourism planning and policy-making;

9- Identify and understand the key stakeholders' responsibilities in tourism planning and development;

10- The students should be able to demonstrate their ability to plan and develop their own individual or group projects as a part of practical part of this course.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
- Introduction to the course (going over the syllabus).	1 st	Muna Slehat	See above ILOs		
The theoretical background of the course: - Introduction to the basic concepts of	2 nd - 3 rd		See above ILOs	Quizzes	Gunn, C. (2002). Tourism Planning (Fourth Edition).

planning - The Nature of Planning - Importance of planning - Limitations of planning					Planning, The Economic Times, October 2006. Available at: http://www.ncert.nic.in/ncerts/l/lebs104.pdf
Tourism Planning Theory and Practice: introduction	4 th		See above ILOs		Zhu, W. 1991. Tourism Planning: Theory and Practice approach
- The tourism system	5 th		See above ILOs	Quizzes	Day, Jonathon; Morrison, A., & Lehto, X. (2018). The Tourism System, 8th edition.
Tourism planning methodologies - The importance of planning tourism - Approaches to tourism planning - The tourism planning process (Planning and planning processes/ A general model of the planning process)	6 th		See above ILOs		
- Forms of tourism development	7 th		See above ILOs		
- The range of tourism planning and policy formation (different geographic scales) - Tourism planning at international level	8 th		See above ILOs	Mid-term exam 03-03-2019 21-03-2019	Williams, S. 2003. Tourism Geography. Routledge: London. Gunn, C. (2002). Tourism Planning (Fourth Edition)
- Tourism planning at the national level	9 th		See above ILOs		Williams, S. 2003. Tourism Geography. Routledge: London. Gunn, C. (2002). Tourism Planning (Fourth Edition)
- Tourism planning at the regional level	10 th		See		Williams, S. 2003.

			above ILOs		Tourism Geography. Routledge: London. Gunn, C. (2002). Tourism Planning (Fourth Edition)
- Tourism planning at the local level	11 th		See above ILOs		Williams, S. 2003. Tourism Geography. Routledge: London. Gunn, C. (2002). Tourism Planning (Fourth Edition)
- Tourism Development Plans	12 th		See above ILOs		
- Student Final Project Presentations and discussion	13 th		See above ILOs	Final projects	
- Student Final Project Presentations and discussion	14 th		See above ILOs	Final projects	
- Final exam	15 th		See above ILOs	Final exam 5-5-2019 13-5-2019	

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

Lectures, discussion, Presentation of the related lecture's topics, and researches.

22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

1. 30% for the mid-term exam.
2. 20% for final project presentations and discussion
3. 10% Participation, Quizzes & Assignments.
4. 40% Final Exam

23. Course Policies:

A- Attendance policies:

B- Absences from exams and handing in assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

All of the mentioned policies and requirements will be followed in all potential cases according to the university regulations and procedure

24. Required equipment: (Facilities, Tools, Labs, Training....)

- Data show
- White board
- Papers

25. References:

Required book (s), assigned reading and audio-visuals:

- Day, Jonathon; Morrison, A., & Lehto, X. (2018). The Tourism System, 8th edition.
- Gunn, C. (2002). Tourism Planning: Basics, Concepts, Cases (Fourth Edition).
- Planning, The Economic Times, October 2006. Available at: <http://www.ncert.nic.in/ncerts/l/lebs104.pdf>
- Williams, S. 2003. Tourism Geography. Routledge: London
- Zhu, W. 1991. Tourism Planning: Theory and Practice approaches

Recommended books, materials, and media:

- Tourism Development Planning. Available at: http://lettere.uniroma2.it/sites/default/files/allegati/Acha-Anyi_PN_Chapter_3.pdf
- Julian, A. Basic Concepts in Tourism Planning and Development. Available at: https://www.academia.edu/14264572/Basic_Concept_on_Tourism_Planning_and_Development?auto=download

26. Additional information:

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Name of Course Coordinator: Muna Slehat -Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: ----- -Signature: -----