

# BUSM 3073 TOURISM POLICY AND PLANNING

**Credit Points** 10

**Legacy Code** 101904

**Coordinator** Garth Lean ([https://directory.westernsydney.edu.au/search/name/Garth Lean/](https://directory.westernsydney.edu.au/search/name/Garth%20Lean/))

**Description** In 2023 this subject is replaced by TOUR 3005 - Tourism Policy and Planning. This subject gives students a general understanding of planning theory as it relates to sustainable tourism policy and practice. Students will apply this knowledge to tourism sites, facilities and activities in Sydney with a major assignment focusing on Sydney Olympic Park. A self-guided field trip enables students to apply and understand various planning techniques, tourism policies, scenario mapping strategies and consider conflict resolution practices. Students will present their ideas by integrating quantitative and qualitative data, both in teams and individually. At the conclusion of this subject students will have the skills to apply planning theory to an analysis of tourism policies, sites, facilities and activities in a global city such as Sydney.

**School** Social Sciences

**Discipline** Tourism Management

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Equivalent Subjects** TOUR3005 - Tourism Policy and Planning LGYA 1265 - Tourism Policy and Planning BUSM 2035 - Recreational Tourism Policy and Planning

**Incompatible Subjects** LGYB 8930 - Tourism Policy and Planning LGYA 6103 - Recreational Planning towards Sustainable Tourism LGYB 8197 - Sustainable Tourism and Recreational Planning

## Restrictions

Successful completion of 80 credit points

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate an understanding of planning theory as it relates to sustainable tourism;
2. Analyse various planning techniques, tourism policies, scenario mapping strategies and conflict resolution practices;
3. Work individually and in teams to present their ideas orally and in written forms;
4. Integrate quantitative and qualitative tourism data to formulate policies and procedures; and
5. Apply planning theory to an analysis of tourism policies, sites, facilities and activities.

## Subject Content

Understanding tourism policy and planning  
Applying sustainable tourism concepts and indicators to case studies

Assessing tourism experiences and opportunities using qualitative and quantitative data  
Examining stakeholder conflicts and impact assessments  
Planning for destination management  
Conducting scenario planning  
Conducting site visits and field work  
Preparing professional presentations  
Evaluating planning frameworks

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Essay	1200 words	30	Y	Individual
Presentation	20 minutes	25	Y	Group
Report	1800 words	45	Y	Individual

Teaching Periods

## Autumn (2022)

### Parramatta - Victoria Rd

#### Day

**Subject Contact** Garth Lean ([https://directory.westernsydney.edu.au/search/name/Garth Lean/](https://directory.westernsydney.edu.au/search/name/Garth%20Lean/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3073\\_22-AUT\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3073_22-AUT_PS_D#subjects))