

TOUR 3005 TOURISM POLICY AND PLANNING

Credit Points 10

Coordinator Donna James ([https://directory.westernsydney.edu.au/search/name/Donna James/](https://directory.westernsydney.edu.au/search/name/Donna%20James/))

Description This subject provides students with a general understanding of planning theory as it relates to sustainable tourism policy and practice. Students will hear directly from practitioners about the ways in which policy and planning is being deployed to address contemporary tourism issues. The subject will explore various planning techniques, tourism policies, scenario mapping strategies and consider conflict resolution practices. The major assessment develops students' abilities to identify deficiencies in current policy and to propose policy recommendations.

School Social Sciences

Discipline Tourism

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/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects BUSM 3073 - Tourism Policy and Planning

Restrictions

Students must have completed 80 credit points prior to enrolling in this subject.

Learning Outcomes

1. Examine 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;
5. Apply planning theory to an analysis of tourism policies, sites, facilities and activities.

Subject Content

- Tourism policy and planning
- Sustainable tourism concepts and indicators to case studies
- Tourism experiences and opportunities using qualitative and quantitative data
- Stakeholder conflicts and impact assessments
- Destination management
- Scenario planning
- Professional presentations
- 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	1500 words	40	N	Individual
Presentation	15 minutes (500 words equivalent, per group member)	20	N	Group
Report	1,000 words per group member	40	N	Individual

Teaching Periods

Autumn (2023)

Parramatta - Victoria Rd

On-site

Subject Contact Donna James ([https://directory.westernsydney.edu.au/search/name/Donna James/](https://directory.westernsydney.edu.au/search/name/Donna%20James/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=TOUR3005_23-AUT_PS_1#subjects)