



HFTM*2170 Tourism Policy, Planning and Development (Fall 2014)

[0.5 credit]

General Course Information

Instructor: Marion Joppe
Email mjoppe@uoguelph.ca
Office Location MACS #306
Office Hours By appointment
Department/School HFTM

TAs ...
Email ...
Office Location ...
Office Hours ...

Class Schedule: Mondays, 2:30-5:30 pm

Pre-requisites: GEOG*1220, HTM*1000

Course Description

This course focuses on the various aspects of tourism planning, policy, and development. Topics covered include: reasons for development; tourism development as a strategy for urban revitalization; tourism's links to heritage conservation and regional development; sustainability and the adverse impacts of development; cultural considerations and community participation; and the importance of context for individual tourism projects.

Course Learning Outcomes

Upon successfully completing this course, you will be able to:

Knowledge and Understanding:

- 1) *Demonstrate an understanding of the policy development process (i.e. the means whereby policy problems are defined, resolved and reviewed);*
- 2) *Demonstrate a comprehensive and critical understanding of the changing policy environment and the ability of stakeholders to shape and influence it;*
- 3) *Analyze and evaluate the roles of the public and private sectors, NGOs, and professional and trade associations involved in the tourism industry in Canada and worldwide;*

Discipline/Professional and Transferable Skills:

- 4) *Apply tourism development as a strategy for regional revitalization;*

5) Display enhanced writing skills through a variety of critical and analytical assignments;

Attitudes and Values:

6) Show critical appreciation of the principals of sustainability and community involvement as they pertain to tourism

Indicative Content

Please use this space to provide information regarding lecture content. This may be entered as formatted text (bullets, lists) or as a table. Lecture dates are optional.

Additional notes regarding any specialized aspects of course delivery may be included in this section.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	15%	Individual Briefing Note	1,5	Oct. 8; dropbox
Assessment 2:	15%	Individual Ecotourism Analysis	4, 5	Oct 20, dropbox
Assessment 3:	20%	Mid-term	1,2,3,4	Nov 17; in-class
Assessment 4:	30%	Project	2,3,4,5	Nov. 22; dropbox
Assessment 5:	20%	Participation	1, 2, 3,4	Throughout course
Total	100%			

Teaching and Learning Practices (as appropriate)

Lectures Note: Almost every class will start with a discussion of current events. Please bring discussion topics to every class.

Week	Topics	Readings
Week 1, Sept 8	Introduction and course overview Defining values, politics and policy Politics of Tourism	
Week 2, Sept 15	Preparing briefing notes Work through preparation of a briefing note in class on attending the Summit. Poverty and development choices Video: Tourists HQ117 T687 2004	Edgell and Swanson, Chap. 1, 2 & 11; Mundt Chap. 3 Week 2 Readings in courselink
Week 3, Sept 22	Global context; Political ideologies	Edgell and Swanson, Chap. 3, 4 & 8;

	The way government works Who's who and role they play in tourism	
Week 4, Sept 29	Political and foreign policy implications Barriers, obstacles and the international policy process	Edgell and Swanson, Chap. 5, 7 & 9;
Week 5, Oct 6	Pros and cons of tourism Videos: Jamaica-One Love + For Sale	Edgell and Swanson, Chap. 6, 10; Mundt Chap. 1 & 2
Week 6, Oct 13	Thanksgiving	No class
Week 7, Oct 20	Stakeholders, models of decision-making and sustainability Video: Destination, tourism G155.I4 D47 200	Mundt Chap. 4, 5
Week 8, Oct 27	Corporate social responsibility vs sustainability Definitional problems Video: Concrete coasts G155.A1 C62 2005	Mundt Chap. 8
Week 9, Nov 3	Tourism and climate change	Edgell and Swanson, Chap. 12 Mundt, Chap 6, 7, 9
Week 10, Nov 10		No class: Tourism Summit at Blue Mountain on Nov 13
Week 11, Nov 17	Mid-term	
Week 12, Nov 24	Strategic Planning in Tourism Video: Last pockets of paradise G155.A1 L37 2005	
Nov 28	The future of tourism	

Field Trip

November 13 attendance at the OTMP Tourism Summit at Blue Mountain

Course Resources

Required Texts (both of these texts are also available from the Course Reserve Desk):

1. Edgell, D.L. Sr. & Swanson, J. R. (2013). *Tourism policy and planning: Yesterday, today and tomorrow*. 2nd edition Routledge.
2. Mundt, J.W. (2011). *Tourism and Sustainable Development: Reconsidering a Concept of Vague Policies*. Erich Schmidt Verlag

Other Resources:

Students are expected to read at least one major newspaper daily for developments that impact on the supply or demand of tourism, as well as sign up to at least two listservs that specialize in tourism news. Examples include:

- <http://www.eturbonews.com/>

- http://www.tourism-review.com/get_email_news.php
- Travelmole (and a whole series of newswires)
http://www.travelmole.com/select_nwire.php?m_id=rmv_rd~A&mpnlog=1&unsub=3#3
- Bulletin Le Globe Veilleur (in French)
http://www.travelmole.com/select_nwire.php?m_id=rmv_rd~A&mpnlog=1&unsub=3#3
- Difunet (in Spanish) <http://www.difunet.com/>
- <http://www.greenlodgingnews.com/>
- <http://www.hotelnewsresource.com/>
- <http://www.hospitalitynet.org/>

Most of these websites also have archives and are searchable, which makes them an excellent resource for some of the assignments.

Field Trips:

November 13 attendance at the OTMP Tourism Summit at Blue Mountain

Ontario's Tourism Summit (<http://www.ontariotourismsummit.com/tourismsummitagenda>) will be held from Nov 12-14. We will attend the Summit on Nov 13. Aside from the opportunity to network with a broad range of industry professionals, you will be able to listen to some very interesting presentations:

8:00am: **Opening Remarks** - *Beth Potter, President & CEO, TIAO*

8:15am: **Experiential Travel - Satisfying Guests with Well-Crafted Experiences** - Celes Davar, Earth Rhythms Inc.

9:15am: **Premier Kathleen Wynne (invited)**

9:30am: **Ontario's Music Tourism Pitch** - Graham Henderson, Music Canada

10:30 – 11:00am: **Refreshment Break**

11:00am: **How We Did It: Lessons Learned Panel from Past Award Winners**

12:00 – 1:00pm: **Buffet lunch/Marketplace**

1:00 – 4:00pm: **CONCURRENT SESSIONS**

1:00 – 2:15pm: **Concurrent Sessions A**

Social Media More Than a Buzz Word: The Strategies - Jennifer Shah, Fleishman-Hillard

Getting Tourism Ready: Destination Development - Kim Clarke, Bruce County, and Paul Pepe, Tourism Thunder Bay

2:15 – 2:45pm: **Refreshment Break**

2:45 – 4:00pm: **Concurrent Sessions B**

Social Media Continued: Theory to Application - Jennifer Shah, Fleishman-Hillard

Here Come the Boomers – Will You Be Ready? – Lorin MacDonald, Excellence Canada and Sarah Traynor, Blue Mountain Resort

Cost: \$50 + HST. You **MUST REGISTER** and provide a copy of your registration by no later than **October 6** to the instructor.

Course Policies

Grading Policies

Assignment	Due Date	Format	Value
Briefing Note	October 8	Individual	15%
Ecotourism Game	October 20	Individual	15%

Midterm	November 17	Individual	20%
Project	November 22	Individual or group	30%
Participation	November 28	Individual	20%

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Assignments are to be submitted **ELECTRONICALLY** through the Courselink dropbox as indicated, except for participation. A penalty (5%) per day will apply to late assignments unless accompanied by a medical certificate. *Please note that these policies are binding unless academic consideration is given to an individual student. Detailed grading schemes will be posted for these assignments*

Course Policy on Group Work:

If students choose to a group project, individual responsibilities for the submitted assignment must be agreed to between the students and the instructor by October 20.

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website:

<http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Drop date

The last date to drop one-semester courses, without academic penalty, is **October 31, 2014**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>