

GEOG3304 Tourism Policy and Planning (6 credits)

Course Teacher: Dr J J Zhang

Objectives

This course aims at demonstrating the critical importance of tourism policy to the competitiveness, and sustainability of a destination and relates tourism planning to policy.

Course Synopsis

This course aims at demonstrating the critical importance of tourism policy to the competitiveness and sustainability of a destination, and relates tourism planning to policy making. The course outlines the structure, content and formation of tourism policy while the planning and management strategies are to be articulated in the context of social, economic, political and environmental impacts of tourism. Students will be introduced to case studies worldwide so as to appreciate the geographical specificities of, and develop a 'critical lens' towards tourism policy and planning.

Lecture Topics

- What is tourism policy?
- Principles and processes of tourism planning
- Destination making: Tourism marketing and identities
- Strategic collaborations: Tourism policy and planning at different scales
- Social and cultural implications
- Power and politics in tourism policy and planning
- Towards a sustainable tourism policy?
- Policy and planning for niche/alternative tourism
- The future of tourism policy and planning: Challenges and issues

Assessment

100% Coursework (consists of 40% two hours In-class Quiz; 10% individual essay; 25% group project report; 10% project presentation; 15% group marketing advertisement)

Learning Outcomes

Knowledge:

- Understand the role of policy and planning in tourism development
- Learn terms and concepts related to tourism policy and planning
- Appreciate the process of tourism marketing
- Understand economic, environmental and social impacts of tourism

Skills:

- Critically assess research and professional literature
- Apply theories to practice through group projects
- Develop analytical and writing skills through individual research

Recommended Reading List

There is no set text for this course but there are a couple of introductory texts that are useful:

1. Goeldner, C.R., and Ritchie, J. R. B. (2012) *Tourism: Principles, Practices, Philosophies*, Hoboken, NJ: John Wiley & Sons. [Ebook available on HKU Libraries website]
2. Hall, C.M. (2008) *Tourism Planning: Policies, Processes and Relationships*, Harlow, England; New York: Pearson/Prentice Hall. [Ebook available on HKU Libraries website]