

**FACULTY OF HOSPITALITY AND TOURISM
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS**

COURSE SYLLABUS

829-404 INTERNATIONAL TOURISM STRATEGY AND PLANNING

Subject Credit: 3 (3-0-0)

Course Description:

The course would discuss aspects of tourism industry from an international viewpoint and factors affecting the tourism industry regionally and internationally. Analyze factors leading to the success of tourism industry. Topics include strategies for different markets.

Objectives:

1. To understand the concept of strategic planning in sustainable and responsible tourism
2. To enable students to critically assess and analyze factors affecting tourism industry in the age of globalization
3. To understand the current issues of tourism development

Contact details

Lecturer: Dr. Aree Tirasatayapitak
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Consultation day/hours: by appointment via E-mail

Teaching Aids

A. Teaching facilities

- Overhead transparency projector
- LCD projector
- Screen

B. Teaching materials

- VCR

C. Teaching Styles

- Lecture
- Class discussion of issues
- Group presentation of case studies

Course delivery

The course is to be delivered using two main methods that are lecture-based as well as student discussion. Discussion topics are centered on the issues being taught in the class as well as aimed at monitoring your progress on the project preparation.

Course Outline

Week	Topic(s)	Remarks
1 A: 6/11 B: 7/11	-The purpose of tourism planning -The importance of tourism planning -Political ideologies and the role of the state -Tourism planning scales -Approaches to tourism planning -The tourism planning process	
2 A: 13/11 B: 14/11	-Forms of tourism development -Policy considerations and structure planning -Economic, environmental and socio-cultural considerations	
3 A: 20/11 B: 21/11	-Planning the institutional elements -Tourism market planning -Implementing and monitoring the plan -Tourism development funding	
4 A: 27/11 B: 28/11	-Concepts and examples of tourism planning 1.Regional planning concepts 2.Destination planning concepts	

Week	Topic(s)	Remarks
5 (4-5 DEC) NO CLASS	-Group work on Case 1: Revitalizing Bermuda: Tourism policy planning in a mature island destination -Group work on Case 2: Strategic Tourism Planning in Fiji	
6	-Presentation of Case 1: Revitalizing Bermuda: Tourism policy planning in a mature island destination -Paper submission	
7 A: 11/12 B: 12/12	-Presentation of Case 2: Strategic Tourism Planning in Fiji -Paper submission	
8	<i>Final Examination</i>	

Assessment structure

Assessment	Value	Remark
Group assignment	50	
Final examination	50	Date to be announced
Total	100	

Assessment explanation

The students are divided in groups to do the case studies. Within Group A and B, there are 4 small groups for each comprising 15 members and being assigned to do the case studies which are indicated in the outline. The group members are selected randomly as indicated in the list.

The group assignment is to be assessed based on the following criteria:

- ❖ Evidence of application of theoretical issues to the questions
- ❖ Clarity of expression
- ❖ Absence of spelling mistakes and grammar
- ❖ Logical thinking
- ❖ Professional presentation

Grading criteria

The following grading criteria will be applied:

80% and above	A	60-64%	C
75-79%	B+	55-59%	D+
70-74%	B	50-54%	D
65-69%	C+	Below 50%	E

Policies

1. The university's 80% attendance policy is to be strictly upheld. Those students with less than 80% attendance will not be eligible for the assessment of the course and will automatically get "E".
2. Students who are late for 10 minutes will not be allowed to attend the lectures.
3. Students are strongly urged to wear a proper PSU student uniform when attending this class. *Students showing up to class wearing improper uniform and shoes will be asked to leave the class.*
4. All works must be submitted on the specified due date. However, only in exceptional circumstances, an extension can be granted. The exceptional circumstances may include such events as the unexpected personal serious illness, serious injury caused by an accident, an unexpected family tragedy, and others. A request for an extension must be accompanied by the appropriate documents such as a medical certificate, and whenever possible extension must be sought at least 2 working days prior to the submission date. About 5 percent of the total mark per day is deducted from any late submission.
5. The use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement will not be accepted. To put it simply, students cannot engage in the activity of 'cut and paste', since this is considered as one form of plagiarism. It is internationally accepted that plagiarism is an unethical and serious academic crime. Thus, if student engages in this academic dishonesty in this class, student will receive a failing grade on the test or assignment. If student is unsure how to properly acknowledge and cite the sources, please refer to the study materials of English courses or contact the subject lecturer.
6. All electronic devices should be switched off prior to the beginning of each class.

Course readings

A World Tourism Organization Publication (1994), *National and Regional Tourism Planning: Methodologies and Case Studies*

Eric Laws (1995), *Tourism Destination Management: Issues, Analysis and Policies*, New York: Routledge.

Gunn, C.A. and Var, T. (2002). *Tourism Planning*, 4th Edition. New York: Routledge.

Veal, A.J. (2003), *Leisure and Tourism Policy and Planning*, 2nd Edition, Wallingford: CABI Publishing.

Economic and Social Commission for Asia and the Pacific (1999), *Guidelines on Integrated Planning for sustainable Tourism Development*, New York: United Nations