

Date: March 2006

I. Course Name: Tourism Planning and Development

Course Prefix and Number: BUS 215

Credit and contact hours: 3 credit hours – 3 contact hours

Catalog Description including pre- and co-requisites:

This course is designed to provide the student with a knowledge of the role of management science in the design of a destination. The student will have an understanding of Management Science and its application to Tourism destination planning and development. The planning process will be a major focus of study. The student will be exposed to management issues that relate to urban and rural Tourism development. The student will have the opportunity to apply knowledge through case studies of selected destinations. The course will culminate with student teams developing a case study for a specific New York State destination. Prerequisite: BUS 100.

II. Course Outcomes and Objectives

Learning Outcomes:

This course is designed to provide the student with a knowledge of the role of management science in the design of a destination. The student will have an understanding of Management Science and its application to Tourism destination planning and development. The planning process will be a major focus of study. The student will be exposed to management issues that relate to urban and rural Tourism development. The student will have the opportunity to apply knowledge through case studies of selected destinations. The course will culminate with student teams developing a written formal case study for a specific New York State destination.

Relationship to Academic programs and curriculum:

This is a required course for Associate in Science Sports and Tourism Studies (Tourism focus) and for the Associate in Applied Science Tourism Management. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

College competencies addressed by the course:

Writing	Ethics/Values
Oral Communications	Citizenship
Reading	Global Concerns
Information Resources	Problem-Solving
Professional Competency	Computer Literacy

III. Methods of Instruction

Types of Course materials:

Required Materials:

Tourism Planning, Clare Gunn, Taylor and Francis, Most current edition
Community Personality Planning Process Project

Supplemental Materials:

Professional Association Publications
Internet resources
Current Periodicals

Methods of instruction:

Lecture
Written Assignments
Group Projects
Case Study Analysis
Authentic Projects/Assignments
Discussions
Field Experiences
Internet
Guest Speakers
Attendance at public meetings
Interview of professionals

Assessment measures:

Faculty may use a variety of assessment measures including, but not limited to: informal writing, non graded quizzes, and discussions

Methods of Evaluation:

Short Answer/Essay Examinations – no less than 3
Formal, authentic community project
Oral Class Presentation

IV. General Outline of Topics covered

1. The concept "Sense of Place".
2. The development and implementation of a Management Plan
3. Traditional and current management theory as it applies to destination planning and development.

4. Management decision making processes as it applies to destination planning and development.
5. The significance of a destination and the components that comprise a destination.
6. The stages involved in destination planning.
7. The destination life cycle stages.
8. Strategies utilized to manage a destination in each life cycle stage.
9. The theory of strategic planning.
10. The nature of planning in the public sector vs planning in the private sector.
11. The role of various constituents in Tourism planning and development.
12. The role of urban planning in Tourism destination planning.
13. The emerging role of rural tourism in Tourism destination planning.
14. The role and impact of environmental issues on Tourism planning.
15. The role of planning and its impact on site development vs broad scale development.
16. Zoning as community planning.
17. Historic preservation and its role in destination development.
18. The Tourism development process.
19. The Tourism planning and development through an interactive case study field experience.
20. Course concepts in an authentic project for the improvement of student writing.