**HRTM 218: TOURISM PLANNING AND DEVELOPMENT**

**Spring 2011**

**San Jose State University**

**Department of Hospitality, Recreation and Tourism Management**

Instructor: Ranjan Bandyopadhyay, Ph.D.

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Class Times: Wed 6:00–8:45 pm

Classroom: SPX 211

**Course Description**

Review, analysis, and application of concepts, strategies, techniques, and approaches associated with destination tourism planning, development, and management. Emphasis is on integrated and sustainable tourism planning and development models at global, national, regional, and local/community levels.

**Course Objectives**

* To identify and evaluate the critical social, cultural, political, environmental and economic impacts of tourism policy, planning, and development.
* To understand tourism development policies and practices in both developed and developing countries.
* To identify principles, processes and techniques for preparing local, regional and national tourism plans.
* To understand the importance of community participation in tourism planning.
* To explore the roles of different stakeholders in tourism development.
* To discuss how principles of sustainability can be applied to tourism in the context of wider social participation and consultation.
* To use theoretical perspectives to analyze the diversity of tourism as a phenomenon.

### Bibliography

*Journals*

Annals of Tourism Research

Tourism Management

Journal of Travel Research

Journal of Sustainable Tourism

Current Issues in Tourism

Journal of Tourism and Cultural Change

Tourist Studies

**Course Philosophy**

Tourism is the largest industry in the world - a social, cultural, political and economic phenomenon. This course will take a broad approach to understanding the impacts of tourism on the society, culture, economy and environment. This course is based on a multi-disciplinary perspective, drawing on disciplines such as anthropology, history, culture, geography, political science and sociology. Instruction in the course will rely primarily on lectures, discussion, readings and case studies. Students are encouraged to participate in class discussions with their own perspectives.

**Attendance and Participation**

Students are expected to attend all classes. Students are expected to come to class having read the assignment for that day and prepared to participate in class discussion on that topic.

**Assignments**

Students will be given assignments that involve applying the material covered in class.

Each student will be responsible for writing two individual scholarly papers – *mid-term* and *final*. Both papers have to critically attempt to pull together the things discussed in the course, for example, globalization, commoditization, authenticity, cultural representation, stakeholder approach, sustainable tourism. Students will be given separate handouts for further details.

**Grading Scheme**

Participation in Class: 20%

Mid-term Paper: 35%

Final Paper: 45%

100%

**Grading Scale**

A+ = 96.5-100%

A = 92.5-96.4%

A- = 89.5-92.4%

B+ = 86.5-89.4%

B = 82.5-86.4%

B- = 79.5-82.4%

C+ = 76.5%-79.4%

C = 72.5%-76.4%

C- = 69.5%-72.4%

D+ = 66.5%-69.4%

D = 62.5%-66.4%

D- = 59.5%-62.4%

F = <59.5%

**COURSE SCHEDULE**

|  |  |  |
| --- | --- | --- |
| **Dates** | **Topics of Discussion** | **Readings** |
| Jan 26 | Introduction | - |
| Feb 2 | **Globalization and the Political Economy of Tourism** | Scholarly article |
| Feb 9 | Tourism Planning and Development: Concepts and Issues | Scholarly article |
| Feb 16 | Tourism Planning and Development: Concepts and Issues | Scholarly article |
| Feb 23 | Welfare of Tourists: Dimensions, Responsibilities and Implications | Scholarly article |
| Mar 2 | Education and Training in Tourism | Scholarly article |
| Mar 9 | Pro-poor Tourism: Who Benefits? | Scholarly article |
| Mar 16 | Cannibal Tours | Scholarly article |
| Mar 23 | **Mid-term Paper Due** | - |
| Mar 30 | **Spring Break** | - |
| Apr 6 | Cruise Tourism | Scholarly article |
| Apr 13 | Sex Tourism | Scholarly article |
| Apr 20 | Volunteer Tourism | Scholarly article |
| Apr 27 | From Social Justice to an Ethics of Care | Scholarly article |
| May 4 | The Tourism Industry: Responsibilities  A Moral Tourism Industry? | Scholarly article |
| May 11 | Presentations | **-** |
| May 18 | Presentations  **Final Paper Due** | **-** |

\* Schedule may change at the discretion of the instructor. Any changes will be communicated to

students in as timely a manner as possible.

**University Policies**

**Academic Integrity Statement (from Office of Judicial Affairs):**

“Your own commitment to learning, as evidenced by your enrollment at San José State University and the University’s Academic Integrity Policy requires you to be honest in all your academic course work. Faculty are required to report all infractions to the Office of Judicial Affairs. The policy on can be found at [http://www2.sjsu.edu/senate/S04-12.pdf](http://www2.sjsu.edu/senate/S04-12.pdf#_blank)

**Campus Policy in Compliance with the Americans with Disabilities Act:**

“If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities register with DRC to establish a record of their disability.”

**Library and Online Research Requirement**

Library and online research are encouraged to complete this course.

Paul Kauppila - Reference Librarian

[Paul.Kauppila@sjsu.edu](mailto:Paul.Kauppila@sjsu.edu)

408.808.2042

**Student Rights and Responsibilities**

<http://www2.sjsu.edu/senate/s90-5.htm>