

HRTM 218: TOURISM PLANNING AND DEVELOPMENT

Fall 2008

San Jose State University
Department of Hospitality, Recreation and Tourism Management

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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.

Bibliography

Book

Sharpley, R. and Telfer, D.J. eds. (2002) *Tourism and Development: Concepts and Issues*.
UK: Channel View Publications.

Journals

Annals of Tourism Research
Tourism Management
Journal of Sustainable Tourism
Tourism Geographies

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.

Book Critique

Students have to read a seminal book related to tourism impacts, development and ethics, and write a critique. Your critique should be 5 double-spaced typed pages using 12 points font (New Times Roman).

- Kottak, C. P. (2005). *Assault on Paradise: Social Change in a Brazilian Village*.

Grading Scheme

Participation in Class:	15%
Book Critique:	15%
Mid-term Paper:	30%
Final Paper:	<u>40%</u>
	<u>100%</u>

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
Aug 27	Introduction Globalization and the Political Economy of Tourism	-
Sep 3	Tourism Planning and Development: Concepts and Issues	Scholarly article
Sep 10	Tourism Policy Issues	Scholarly article
Sep 17	Welfare of Tourists: Dimensions, Responsibilities and Implications	Scholarly article
Sep 24	Sustainable Tourism	Scholarly article
Oct 1	Education and Training in Tourism	Scholarly article
Oct 8	Strategic Tourism Planning	Scholarly article
Oct 15	Pro-poor Tourism: Who Benefits? Mid-term Paper Due	Scholarly article
Oct 22	Tourism and Ethics	Scholarly article
Oct 29	The Ethical Travel Guide (Tourism Concern) Code Green (Lonely Planet)	
Nov 5	Case Study Analyses Sex Tourism Volunteerism	Scholarly article
Nov 12	Cruise Line Tourism	Scholarly article
Nov 19	<i>Assault on Paradise: Social Change in a Brazilian Village</i>	Book / Conrad Phillip Kottak
Nov 26	Thanksgiving Holiday	-
Dec 3	From Social Justice to an Ethics of Care	Scholarly article
Dec 10	The Tourism Industry: Responsibilities A Moral Tourism Industry?	-
Dec 17	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

Students should know that the University's [Academic Integrity Policy](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf) is available at http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf. Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The website for [Student Conduct and Ethical Development](http://www.sa.sjsu.edu/judicial_affairs/index.html) is available at http://www.sa.sjsu.edu/judicial_affairs/index.html.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make 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 requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.