

## TOURISM POLICY AND PLANNING

Unit Reference Number	D/616/2383
Unit Title	Tourism Policy and Planning
Unit Level	6
Number of Credits	20
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	8.2 Travel and Tourism
Unit Grading Structure	Pass / Fail

### Unit Aims

The aim of this unit is to develop learners' understanding of the principles of tourism policy and planning. Learners will analyse theories and concepts from the fields of public policy, tourism management and planning and will create tourism plans that acknowledge the roles of multiple stakeholders and possible courses of action in a destination.

Learning Outcome – The learner will:	Assessment Criterion – The learner can:
1. Understand the concepts and theories of public policy for tourism.	1.1 Evaluate the different approaches to tourism policy that can be taken. 1.2 Summarise the historical development of tourism policy. 1.3 Analyse the multi-scalar nature of contemporary tourism policy.
2. Understand the implementation of tourism policy.	2.1 Appraise a range of tourism policy instruments. 2.2 Analyse the issues involved in implementing tourism policies. 2.3 Evaluate the implementation of tourism policies.
3. Understand the theories and concepts of tourism planning.	3.1 Evaluate the different approaches to tourism planning. 3.2 Assess how the external environment influences tourism planning. 3.3 Evaluate the execution of a tourism plan.
4. Be able to create tourism plans that can applied to international tourism destinations.	4.1 Adapt models of tourism planning to a specific tourist destination. 4.2 Create a tourism plan document.

### Scenario

After several years of working as a Senior Travel Consultant for a company called VisitCambridge, a head hunter has contacted you to work for a national tourism board. You are not the only person they have contacted and due to the sensitive nature of the position, the head hunter has not disclosed the country yet.

### Task 1 of 2 – Presentation (AC 1.1, 1.2, 1.3, 2.1, 2.2 & 2.3)

#### Instructions:

The head hunter has been tasked to hire the best candidate and you will need to prove your worth.

Prepare a presentation in which you should:

- Explain the history of tourism policy
- Using examples, review the different approaches that can be taken to tourism policy
- Explain a range of tourism policy instruments (e.g. zoning, financial incentives, visitor fees) and, using examples, evaluate the implementation of tourism policies.
- Describe the multi-scalar nature of today's tourism policy
- Analyse the issues involved in implementing tourism policy.

**Delivery and Submission:**

- 1x Presentation file and speaker notes (500 words) with 1 x Executive Summary (500 words) excluding diagrams, references, and appendices.

**Task 2 of 2 – Report (AC 3.1, 3.2, 3.3, 4.1 and 4.2)**

**Instructions:**

To test your abilities and your potential, you have been asked to write a report in which you would review the tourism development plan of a destination of your choice and offer a new plan.

Your report should:

- Describe the plan and evaluate the factors that influenced it.
- Discuss the approach that was taken and the approaches that could have been taken
- Evaluate the implementation of the plan
- Using a model of tourism planning, create a future tourism plan for the destination

**Delivery and Submission:**

- 1x Report (2500 words) excluding diagrams, references, and appendices.

**Referencing:**

- Each section must reflect any supporting Harvard style citations.
- A comprehensive Harvard style reference list must be included at the end of the work.

**Evidence to be submitted:**

- Presentation file, speaker notes and executive summary – 1000 words
- Report – 2500 words