Student Hubs are located at:
Level 3, Shortland Union, Callaghan
Level 2, Student Services Centre, Callaghan
Ground Floor, University House, City
Ground Floor, Administration Building, Ourimbah

Callaghan
Office hours: 9am – 5pm
Room: MC127 McMullin Building
Phone: +61 2 4921 5175 or 5172
Fax: +61 2 4921 6933
Email: Humanities-SocialScience@newcastle.edu.au
Web: www.newcastle.edu.au/school/hss/

LEIS3150 - Tourism Policy and Planning
Course Outline

Course Co-ordinator: Dr. Kevin Lyons
Room: Room GP 2-15
Ph: 4921 8989
Fax: 49216919
Email: Kevin.lyons@newcastle.edu.au
Consultation hours: Tuesday 12pm-1pm; Wednesday 12pm-1pm

Course Outline Issued and Correct as at: Week 1 Semester 2 2006
CTS Download Date: 13 July 2006
Course Overview

Callaghan Campus Timetable
LEIS3150 TOURISM POLICY AND PLANNING
Enquiries: School of Humanities and Social Science
Semester 2 – 2006
Lecture and Tutorial Tuesday 9:00 - 10:00 [GP2-12/14]
      Tuesday 10:00 - 11:00 [GP2-12/14]

Course Coordinator Dr. Kevin Lyons
Semester Semester 2 - 2006
Unit Weighting 10
Teaching Methods Problem Based Learning
               Lecture
               Tutorial

Brief Course Description
Critically examines tourism planning as a process and as a set of techniques for sustainable tourism
development. It focuses on the physical environment of tourism planning, and the social, cultural and
political realities of tourism planning and policy making. Public and private sector roles are evaluated,
as well as the nature of, and parameters and constraints relating to, tourism development in specific
settings. Additional aims of the course are to develop an understanding of tourism policy-making
processes, and to gain skills both in the evaluation of tourism plans and policies and in the
development of strategic tourism plans.

Contact Hours
Lecture for 1 Hour per Week for the Full Term
Tutorial for 1 Hour per Week for the Full Term

Learning Materials/Texts
Course readings available on Blackboard and through short loans

Course Objectives
On the successful completion of this course, it is anticipated that students will have a demonstrated
ability to:

1. define and explain key concepts and issues concerning tourism planning, tourism public policy and
tourism management;

2. critically evaluate several important tourism planning approaches and models;

3. identify key stakeholders involved in tourism planning and policy-making, with particular reference
to a variety of Australian settings;

4. understand and assess government and industry roles and responsibilities in tourism planning and
policy-making; and

5. critically analyse and evaluate tourism planning and policy issues;
Course Content
The course comprises three main modules or sections. The first module describes and explains the broader context of tourism planning and policy-making in developed and developing countries, but with a particular emphasis on Australia. Attention is given to the institutional arrangements for tourism and the role of the state, the extent and nature of tourism growth and development, and the nature of tourism planning and policy-making in Australia. The second module critically examines the strategic planning process as a means of public and private sector tourism organisations investigating, understanding and coping with dynamic, complex planning environments. The third module examines tourism planning and policy-making in natural, rural and urban environments.

Assessment Items

<table>
<thead>
<tr>
<th>Essays / Written Assignments</th>
<th>Due: 17 October (note: electronic version of reading summaries due each selected week prior to tutorial)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPTION 1: Item 2: Study Portfolio (3000 words) 60%. and</td>
<td></td>
</tr>
<tr>
<td>OPTION 2: Item 2: Study Portfolio (3000 words) 60%.</td>
<td></td>
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<tr>
<td>Examination: Formal</td>
<td>OPTION 2: Item 1: 3 Hour Examination, short answer and essay questions, 2000 words, 40%.</td>
</tr>
<tr>
<td>Case Scenario/PBL exercises</td>
<td>OPTION 1: Item 1: Major Assignment: Tourism Planning and Policy Case Study (2000 words) 40% Due: 26 September</td>
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<tr>
<td>(Students choose either Option 1 or 2)</td>
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</tbody>
</table>

Description of Assessment Items

The Study Portfolio (Weighting: 60 marks) - required for Options 1 and 2
Due date for full portfolio: 17 October (note: electronic version of reading summaries due each selected week prior to tutorial)

The study portfolio serves three main purposes. First, it serves as a means of demonstrating students willingness and ability to engage in reading and critical thinking about tourism issues. Secondly it enables students to forge connections between theory, research and current issues and practices. Thirdly it prepares students for informed tutorial discussion and participation.

The study portfolio requires you to seek and obtain, on a week-to-week basis, sources related to the lecture topics for any 8 (eight) weeks from weeks 2 to 11 inclusive. You are required to incorporate summaries of one of each of the chosen 8 week’s specified readings. You should also consult other related sources, and critically engage with such sources. Lectures will be a valid means of identifying ‘other sources’ (newspaper articles, videos, websites) for the portfolio. You are also encouraged to undertake and briefly summarise activities that will help you better understand policy and planning processes. For instance, you might attend: a day of local court proceedings; or a local council meeting; or a day of parliamentary debates in the Legislative Assembly or Legislative Council at State Parliament, Sydney; or attend a community consultation meeting that has been organised in your local or regional area. Whatever you choose to do, ensure you take good summary notes on structures, procedures and any matters arising from the activities that are of particular interest to you.

What sorts of materials are appropriate for this assessment item?
There are two main materials you must include in your portfolio:

1. Summaries of the ‘specified readings’. Each week’s complete summary of specified readings should be no more than about 300 words. An electronic version of readings should be submitted each week via turnitin prior to the tutorial. Printed hard copies are
then to be submitted as part of the final Portfolio (Please note, the electronic and hard copies should be identical)
Your summary should address the following questions

- What were the aims and objectives of the publication/author?
- Was the content informative and arguments justified?
- Did the author/s discuss any particularly interesting or important concepts, theories or models?
- What did you learn from the source?
- Is there other related literature that supports or refutes this paper?
- (Provide full Bibliographic details referencing).

2. ‘Other sources’ relating to course content you consider worth reading or warranting critical comment. There may be a journal article or particular web page which interests you, or there may be an issue that arises in the local press (e.g. newspaper). Summary maximum of 50 words per item. You may also like to include summary notes from fieldwork and other materials you consider relevant.

What matters should you discuss when summarising ‘other (non-specified) sources’?

- Simply include a brief statement (about 50 words) as to why that source warrants inclusion in the study portfolio. Link the source to the specific weekly lecture topics/issues you selected for your portfolio. In other words, explain how this ‘other source’ relates to course materials.

How will the study portfolio be assessed?

- Weekly summary of reading completed prior to tutorial (this component assesses student’s ability to be prepared for tutorials)
- Demonstrated willingness to seek and obtain relevant information, including and beyond the set readings
- A willingness and demonstrated ability to critically analyse sources;
- Demonstrated willingness to participate in relevant fieldwork;
- Evidence of original thought and creativity;
- Knowledge and understanding of tourism issues as demonstrated in sources obtained and subsequent critiques of specified readings; and
- Quality of presentation – structure; overall content; quality of bibliographic details; written expression.

All summaries must be typed.

The Major Assignment (essay): Tourism Planning and Policy Case Study (Weighting 40 marks) - required for Option 1 - Due 26 September

This essay of 2000 words is an opportunity for students to undertake research on a tourism planning and development issue. Students are required to:

- identify a tourism planning and development issue that has attracted media attention. Issues might include: a resort development proposal; airport expansion plans; tourism in a specific national park; the development of walking tracks; the very fast train/high-speed rail project; special events (e.g. the Sydney 2000 Olympic Games, the Mardi Gras, the National Folk Festival); casino development; waterfront development; the roles, functions and structures of a regional tourism organisation; the development of a regional tourism plan;
- describe the planning/development issue;
- explain why the issue selected has attracted media attention;
• identify key stakeholders involved in the development and explain their roles and influence;
• explain what has happened from and up to a particular point in time (e.g. from 30 June 1987 to 1 February, 2004);
• include in your discussion relevant concepts, theories and models addressed in the course in order to help explain what happened and why.

By 4pm on 29 August, students who wish to select assessment Option 1 must submit a 250 word proposal for their major assignment. If you do not submit a proposal by this time, you will have no choice but to undertake the exam (and hence Option 2).

Major assignment proposals must be submitted by email to the course co-ordinator. Your proposal must (1) describe the topic to be investigated, (2) explain the aims and objectives of the study, and (3) broadly indicate sources of information (newspaper, journal articles, etc.), including at least 3 relevant journal or book chapter references (The Bibliography is not included in the word count for the proposal, or indeed the assignment itself).

Final Examination (Weighting: 40 marks) - required for Option 2

Three hour examination conducted during the examination period. The examination will consist of short answer and essay questions.

<table>
<thead>
<tr>
<th>Grading guide</th>
<th>Fail (FF)</th>
<th>Pass (P)</th>
<th>Credit (C)</th>
<th>Distinction (D)</th>
<th>High Distinction (HD)</th>
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<tr>
<td>49% or less</td>
<td>An unacceptable effort, including non-completion. The student has not understood the basic principles of the subject matter and/or has been unable to express their understanding in a comprehensible way. Deficient in terms of answering the question, research, referencing and correct presentation (spelling, grammar etc). May include extensive plagiarism.</td>
<td>The work demonstrates a reasonable attempt to answer the question, shows some grasp of the basic principles of the subject matter and a basic knowledge of the required readings, is comprehensible, accurate and adequately referenced.</td>
<td>The work demonstrates a clear understanding of the question, a capacity to integrate research into the discussion, and a critical appreciation of a range of different theoretical perspectives. A deficiency in any of the above may be compensated by evidence of independent thought. The work is coherent and accurate.</td>
<td>Evidence of substantial additional reading and/or research, and evidence of the ability to generalise from the theoretical content to develop an argument in an informed and original manner. The work is well organised, clearly expressed and shows a capacity for critical analysis.</td>
<td>All of the above, plus a thorough understanding of the subject matter based on substantial additional reading and/or research. The work shows a high level of independent thought, presents informed and insightful discussion of the topic, particularly the theoretical issues involved, and demonstrates a well-developed capacity for critical analysis.</td>
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<tr>
<td>50% to 64%</td>
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<td>65% to 74%</td>
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<td>75% to 84%</td>
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<td>85% upwards</td>
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</table>

Assumed Knowledge
LEIS 1060 (Introduction to Tourism) and 60 units at 2000 level in Leisure Studies or Business courses or equivalent.

Online Tutorial Registration:
Students are required to enrol in the Lecture and a specific Tutorial time for this course via the Online Registration system:


Registrations close at the end of week 2 of semester.
**Studentmail and Blackboard:** [www.blackboard.newcastle.edu.au](http://www.blackboard.newcastle.edu.au)

This course uses Blackboard and studentmail to contact students, so you are advised to keep your email accounts within the quota to ensure you receive essential messages. To receive an expedited response to queries, post questions on the Blackboard discussion forum if there is one, or if emailing staff directly use the course code in the subject line of your email. Students are advised to check their studentmail and the course Blackboard site on a weekly basis.

**Written Assignment Presentation and Submission Details**

Students are required to submit assessment items by the due date. Late assignments will be subject to the penalties described below.

**Hard copy submission:**

- **Type your assignments:** All work must be typewritten in 11 or 12 point black font. Leave a wide margin for marker’s comments, use 1.5 or double spacing, and include page numbers.
- **Word length:** The word limit of all assessment items should be strictly followed – 10% above or below is acceptable, otherwise penalties may apply.
- **Proof read your work** because spelling, grammatical and referencing mistakes will be penalised.
- **Staple the pages** of your assignment together (do not use pins or paper clips).
- **University coversheet:** All assignments must be submitted with the University coversheet: [http://www.newcastle.edu.au/school/hss/studentguide/index.html](http://www.newcastle.edu.au/school/hss/studentguide/index.html)
- **Assignments are to be deposited at any Student Hubs. Hubs are located at:**
  - Level 3, Shortland Union, Callaghan
  - Level 2, Student Services Centre, Callaghan
  - Ground Floor, University House, City
  - Ground Floor, Administration Building, Ourimbah
- **Do not fax or email assignments:** Only hard copies of assignments will be considered for assessment. Inability to physically submit a hard copy of an assignment by the deadline due to other commitments or distance from campus is an unacceptable excuse. Assignments mailed to Schools are accepted from the date posted.
- **Keep a copy of all assignments:** All students must date stamp their own assignments using the machine provided. Mailed assignments to schools are date-stamped upon receipt. However, it is the student’s responsibility to produce a copy of their work if the assignment goes astray after submission. Students are advised to keep updated back-ups in hard copy and on disk.

**Online copy submission to Turnitin**

In addition to hard copy submission, students are required to submit an electronic version of the following assignments to Turnitin via the course Blackboard website:

- **Reading Portfolio**
- **Essay**

Prior to final submission, all students have the opportunity to submit one draft of their assignment to Turnitin to self-check their referencing.

Assignments will not be marked until both hard copy and online versions have been submitted. Marks may be deducted for late submission of either version.

**Penalties for Late Assignments**

Assignments submitted after the due date, without an approved extension of time will be penalised by the reduction of 5% of the possible maximum mark for the assessment item for each day or part day that the item is late. Weekends count as one day in determining the penalty. Assessment items submitted more than ten days after the due date will be awarded zero marks.
Special Consideration/Extension of Time Applications
Students wishing to apply for Special Consideration or Extension of Time should obtain the appropriate form from the Student Hubs.
http://www.newcastle.edu.au/study/forms/index.html

No Assignment Re-submission
Students who have failed an assignment are not permitted to revise and resubmit it in this course. However, students are always welcome to contact their Tutor, Lecturer or Course Coordinator to make a consultation time to receive individual feedback on their assignments.

Remarks
Students can request to have their work re-marked by the Course Coordinator or Discipline Convenor (or their delegate); three outcomes are possible: the same grade, a lower grade, or a higher grade being awarded. Students may also appeal against their final result for a course. Please consult the University policy at:

Return of Assignments
Students can collect assignments from a nominated Student Hubs during office hours. Students will be informed during class which Hubs to go to and the earliest date assignments will be available for collection. Students must present their student identification card to collect their assignment.

Preferred Referencing Style
In this course, it is recommended that you use the use the Harvard in-text referencing system (similar to the APA system) for referencing sources of information used in assignments. Inadequate or incorrect reference to the work of others may be viewed as plagiarism and result in reduced marks or failure.

An in-text citation names the author of the source, gives the date of publication, and for a direct quote includes a page number, in parentheses. At the end of the paper, a list of references provides publication information about the source; the list is alphabetised by authors' last names (or by titles for works without authors). Further information on referencing and general study skills can be obtained from:

Student Representatives
We are very interested in your feedback and suggestions for improvement. Student Representatives are the channel of communication between students and the School Board. Contact details of Student Representatives can be found on the School website.

Student Communication
Students should discuss any course related matters with their Tutor, Lecturer, or Course Coordinator in the first instance and then the relevant Discipline or Program Convenor. If this proves unsatisfactory, they should then contact the Head of School if required. Contact details can be found on the School website.

Essential Online Information for Students
Information on Class and Exam Timetables, Tutorial Online Registration, Learning Support, Campus Maps, Careers information, Counselling, the Health Service and a range of free Student Support Services can be found at:
## LECTURE AND TUTORIAL PROGRAMME

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPIC</th>
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| 1 18/7/06 | **Lecture:** Course Overview.  
**Related Reading:** Course outline  
**Tutorial:** No tutorial |
| 2 25/7/06 | **Lecture:** Introduction to Tourism Policy and Planning  
**Tutorial:** study portfolio planning and preparation (for all students)  
**Reading choice for Portfolio:**  
| 3 1/8/06 | **Lecture:** The State: Institutions and actors  
**Tutorial:** History of tourism policy  
**Reading choice for Portfolio:**  
| 4 8/8/06 | **Lecture:** Values Trends and Practices  
**Tutorial:** Discussion of case study of Scottish tourism  
**Tutorial Preparation:** Read Scottish tourism case study (see Blackboard)  
**Reading choice for Portfolio:**  
| 5 15/8/06 | **Lecture:** Implementation and Evaluation  
**Tutorial:** Essay workshop (only for students taking assessment option 1)  
**Reading choice for Portfolio:**  
- Vanhove, N, 2005, Ch. 1 ‘Economic characteristics of the tourism sector’, *The Economics of Tourism Destinations*, Elsevier, Amsterdam. |
| 6 22/8/06 | **Lecture:** Policy and Planning processes  
**Tutorial:** Discussion of case study of Byron Bay  
**Tutorial Preparation:** Read Byron Bay case study (see Blackboard)  
**Reading choice for Portfolio:**  
| 7 29/8/06 | **Option 1:** 250 word essay proposal due (by email)  
**Lecture:** National Tourism Policy and Planning  
**Tutorial:** examination of the concessioner system – (See Kurtz, 2006)  
**Reading choice for Portfolio:**  
<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture:</th>
<th>Tutorial:</th>
<th>Tutorial Preparation:</th>
<th>Reading choice for Portfolio:</th>
<th>Reading choice for Portfolio:</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/17/06</td>
<td>Due date for portfolio</td>
<td>Examination workshop</td>
<td>Examination workshop (only for students taking assessment option 1)</td>
<td></td>
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<tr>
<td>13/11/06</td>
<td>Lecture: Individual appointments for essay feedback (as needed)</td>
<td>Tutorial: Individual appointments for essay feedback (as needed)</td>
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<tr>
<td>14/12/06</td>
<td>No lecture or tutorial</td>
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