



蘇州大學  
Soochow University

# MAG 408 Tourism Planning and Development

Summer 2024

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** TBA

**Email:** TBA

## **COURSE OBJECTIVES**

This course offers an in-depth exploration of tourism planning, covering fundamental concepts, strategies, and practical case studies. Students will analyze the planning process involved in developing tourist destination regions and integrating tourism into developing economies. Emphasis is placed on policy development, product enhancement, and regeneration to meet the needs of tourists and communities. Through theoretical discussions and case analyses, students will gain practical insights into the complexities of tourism planning and development.

Upon Completion of this Course, students will be able to:

1. Understand fundamental concepts and theories of tourism planning;
2. Analyze the role of tourism in economic development;
3. Evaluate the impacts of tourism on destinations and communities;
4. Develop strategies for sustainable tourism planning and management;
5. Apply principles of destination management and marketing;
6. Critically examine tourism policies and their implications;
7. Identify challenges and opportunities in tourism planning and development;
8. Enhance skills in conducting case analyses and practical applications.

## **PREREQUISITES**

MAG 142 Tourism Management and Hospitality; MKT 221 Marketing Fundamentals and Techniques

## **GRADING**



Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
2 Group Projects	20 Points
2 Quizzes	20 Points
Presentation	10 Points
Midterm Exam	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

## COURSE MATERIALS

### Required Texts:

Prof C. Michael Hall, *Tourism Planning: Policies, Processes and Relationships*, second edition, 2007, Pearson.

### Recommended (Optional) Texts or Other Materials:

None

## COURSE TOPICS

MODULE	TASKS
Module 1	<p><b>Topics:</b></p> <p>Topic 1: Tourism Planning: Concepts and Definitions</p> <p>Topic 2: Economic Impacts of Tourism: Contribution to GDP, Employment, and Revenue</p> <p>Topic 3: Socio-cultural Impacts of Tourism: Community Development and Cultural Preservation</p> <p>Topic 4: Environmental Impacts of Tourism: Sustainable Practices and Conservation Efforts</p> <p><b>Assessments:</b></p>



	Group Project #1
Module 2	<p><b>Topics:</b>  Topic 5: Destination Life Cycle Model: Phases of Destination Development  Topic 6: Stakeholder Analysis and Engagement in Tourism Planning  Topic 7: Tourism Market Segmentation and Targeting  Topic 8: Destination Image and Branding Strategies</p> <p><b>Assessments:</b>  Quiz #1</p>
Module 3	<p><b>Topics:</b>  Topic 9: Tourism Policy Frameworks: National and Local Perspectives  Topic 10: Tourism Master Planning: Principles and Process  Topic 11: Carrying Capacity Assessment and Management  Topic 12: Infrastructure Development for Tourism: Transportation and Accommodation</p> <p><b>Assessments:</b>  Midterm Exam</p>
Module 4	<p><b>Topics:</b>  Topic 13: Destination Marketing Organizations (DMOs) and their Functions  Topic 14: Events and Festivals in Tourism Planning  Topic 15: Ecotourism and Nature-Based Tourism Development  Topic 16: Heritage Tourism: Preservation and Interpretation</p> <p><b>Assessments:</b>  Quiz #2</p>
Module 5	<p><b>Topics:</b>  Topic 17: Rural Tourism Development: Challenges and Opportunities  Topic 18: Urban Tourism Planning: Managing City Tourism  Topic 19: Crisis Management in Tourism: Strategies for Resilience  Topic 20: Community-Based Tourism: Empowering Local Communities</p> <p><b>Assessments:</b>  Group Project #2</p>
Module 6	<p><b>Topics:</b>  Topic 21: Cultural Tourism Development: Authentic Experiences and Interpretation  Topic 22: Health Tourism: Wellness and Medical Tourism Trends  Topic 23: Adventure Tourism Planning: Risk Management and Adventure Sports  Topic 24: Technology and Innovation in Tourism: Digital Marketing and Smart Destinations</p> <p><b>Assessments:</b>  Presentation  Final Exam</p>



## **ATTENDANCE**

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

## **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

## **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).



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## **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

## **DISABILITY ACCOMMODATION**

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.