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| Subject Name | Tourism Policy and Development |
| Subject Code | HTM545 |
| No. of Credits | 3 Credits |
| Total Contact Hours | 39 Hours |
| Prerequisite | None |

Subject Description:

The purpose and objective of this subject is to provide students with an in-depth understanding of the characteristics, nature and role of policy, planning and development. In particular, students will be provided with the skills to critically analyze and evaluate tourism policy, plans and development. Initially, it will examine the nature and characteristics of policy and its influence on planning and development. The nature and characteristics of planning and development, the principles of planning, the planning process, and issues in planning especially in the tourism development context are also addressed. Tourism planning is examined from a responsible (i.e. sustainable) and development perspective and students are exposed to the technical aspects of plan preparation and evaluation. The subject also integrates the critique of major tourism planning and development issues, and provides an opportunity for the student to critically analyze the relevant literature.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Comprehend, apply and evaluate the concepts of policy, processes, planning and relevant issues related to the planning and development of tourism in a responsible (i.e. sustainable) manner.
2. Describe the dynamic, interactive, and complex nature of tourism policy and planning.
3. Identify the factors that affect tourism policy, and the planning and development of tourism, and be able to critically evaluate such factors and related issues.
4. Assess and evaluate the impacts of tourism development, and be able to synthesize and integrate the relevant information in the preparation of a planning study or plan.
5. Assess and evaluate tourism policy, undertake and/or evaluate a planning feasibility analysis for a tourism plan or development project.
6. Examine and apply appropriate measures used to manage the impacts of tourism.
7. Effectively communicate and present their analysis and critique of policy, plans and development to different stake-holders.

Assessment Weighting:

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| Continuous Assessment | 60% |
| Examination | 40% |

Indicative Content:

- Introduction to tourism policy, planning and development
- Tourism policy
- Nature of planning and development
- Principles of planning and design
- The planning and development process
- Project feasibility analysis
- Plan analysis and formulation
- Plan implementation and evaluation
- Impacts of tourism development and its management