



Course Code TOUR 300	Course Title Tourism Planning and Development	ECTS Credits 6
Department Hospitality, Tourism and Sports Management	Semester Fall / Spring	Prerequisites Senior
Type of Course Major/Elective	Field Tourism	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3rd	Lecturer Theo Charalambous
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Introduce students to basic concepts of tourism planning by :
 - giving an overview on different fields of planning
 - elaborating the planning process
 - outlining the legal framework for planning
 - etc.
- Familiarize students with the value of organized planning process and different scopes of tourism planning
- Stress the key tools of planning in form of
 - Construction regulations,
 - Spatial planning regulations
 - Impacts of different planning tools
 - Etc.
- Aid students to understand different perspectives in tourism planning
- Develop in students:
 - the awareness towards the opportunity to strongly influence tourism development
 - the ability to refer different stakeholders e.g. in the context of a role play
 - role of entertainment and recreation in various fields
 - the ability to analyze and present case studies from the field

Learning Outcomes:

After completion of the course students should be expected to:

1. **include** ethical considerations in decision-making
2. **work** with academic content.
3. **apply** tourism/hospitality mentality
4. **critically analyze** case studies
5. **adopt to** various stakeholder perspectives
6. **evaluate** field-specific situations
7. **articulate** the concept of tourism planning
8. **evaluate** the interaction of planning and development
9. **provide an** overview of existing regulations and planning tools

Course Content:

- Background of tourism planning
- Different Approaches in tourism planning
- The tourism planning process
- Survey/Inventory and Evaluation Techniques for Tourism Planning
- Planning Analysis/Synthesis
- Tourism policy and their influence on tourism planning
- Planning of tourism infrastructure at different levels
- Development and design standards
- Screening of environmental, social and economic impacts
- Planning of institutional elements of tourism
- Case studies on Tourism plans

Learning Activities and Teaching Methods:

PowerPoint Lectures, videos, student presentations/assignments/exercises

Assessment Methods:

Students', assignments, exercises, Mid-Term exam, Final exam

Required Textbook/Reading:

Author	Title	Publisher	Year	ISBN
Innskeep, E.	Tourism Planning, an Integrated and Sustainable Development Approach	John Wiley	1991	047129392X

Recommended Textbooks/Reading:

Journal of Tourism Planning

