



# UNIVERSITY OF NICOSIA

## ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> TOUR 300	<b>Course Title</b> Tourism Planning and Development	<b>ECTS Credits</b> 6
<b>Department</b> Hospitality, Tourism and Sports Management	<b>Semester</b> Fall / Spring	<b>Prerequisites</b> Senior
<b>Type of Course</b> Major/Elective	<b>Field</b> Tourism	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3rd	<b>Lecturer</b> Theo Charalambous
<b>Mode of Delivery</b> face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> 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

