

# **PD559 TOURISM PLANNING**

Instructor: Professor Sam Cole [samcole@buffalo.edu](mailto:samcole@buffalo.edu)  
Department of Urban and Regional Planning  
Registration: PD559, Fall 2010  
Location: Hayes 108, South Campus  
Time: Tuesday 3:00-5:40 pm  
Office hours: Hayes 201H – Tuesday 1:00pm-2:00pm and by appointment

## OVERVIEW

- As the fastest growing activity in the world and the definitive global industry, tourism raises profound issues public policy issues across economic, social, political, and cultural domains. Communities from Western New York to the South Pacific are staking their future on tourism.
- The aim of the course is to explore how careful tourism and recreation planning can enhance the social and economic well-being of communities. Theory, disciplinary perspectives, case studies, and travel media will examine a variety of specific tourism and recreation products.
- We will cover general issues of tourism and development planning early in semester. This includes global trends (international travel and destinations); macro-economic impacts (the role of tourism in regional development); business (innovation, quality, and marketing) and community involvement (the relationship between hosts, guests, and mediators).
- Film and other media to illustrate attractions ranging from sun, sand, and sea resorts, shopping therapy, and cruise vacations to arts festivals, industrial and rural heritage, native tours, and eco-sports. Case studies cover the preparation of a sustainable national tourism strategy for a Caribbean island, regional tourism initiatives in Europe and the US.
- Classes by guest lecturers and faculty may be presented via webcam. Students are expected to use available TV/cable/web travel videos/information.
- A typical class will be divided approximately 1 hour film, 1 hour lecture, and the balance in class and group discussion and final project preparation. This schedule is only possible if students are prepared and have completed readings and other tasks in advance.

## BOOKS, READINGS, WEB

- 1) Chambers, Native Tours. Anthropology of Travel and Tourism. 1-57766-0897 (buy)
- 2) Mason, Tourism Impacts, Planning and Management. 0-7506-5970x (rent or buy)
- 3) Cole-Razak (eds) Futures of Tourism (s-drive and UB library)

The books are available from at Medical Bookstore, Main Street. Please purchase (or rent) them asap. You should aim to read Chambers in the first two weeks of class - it is a quick read and a good overview of tourism. Mason covers the planning aspects and a fair sense of the day-to-day operations and marketing side of the industry. You need to understand all angles to understand

tourism and tourism planning. Cole-Razak is a set of journal articles speculating about the futures of tourism.

The s-drive “background readings” folder includes a cross-section of core/seminal/topical readings. Other readings are categorized by topic (although most cover several) and are included to be useful for your final papers and core interest. You should regularly visit and make use of web sites such as the World Tourism Organization, the Cornell Hotel Management School, national and local tourism offices, hotel chains, theme parks, special events, etc. There are links to several tourism journals through the UB electronic library: Annals of tourism research: International journal of tourism research, Journal of hospitality and tourism management, Tourism management, etc. Each week you should prepare a reading or film review (approx 150 words summarizing the article, and 150 words giving your comments). You should use these as the basis of your essays, as well as other web and media materials.

## EXPECTATIONS, GRADING, ETC.

Students must attend (15% @ 3% per missed class) and participate in class (15% @ 3% per question). By mid-term (mid-October) students should have provided substantive reading reviews that demonstrate their understanding of the subject (30%). For example, five 5 page essays each summarizing and critiquing one or more readings on topics such as “tourism and tourists”, “destinations and products”, “tourism planning and development”, with one specialist topic relevant to final project (such as eco-tourism, sporting events). These must be submitted one per week (after week 2) with marks deducted for late submission: after mid-term a maximum ½ marks will be awarded. Attending office hours (bonus of 5%). The final project will be to identify and evaluate a tourist attraction or facility in the context of a specific community graded on group participation and initiative (10%), individual and group class presentation (10%), and write-up (20%). Students are expected to bring novel/superior sites/media/etc to the attention of the class. A written critique of destination/hotel chain/tourism activity web materials presented in class counts as one reading report.

The final project will involve group work - for example, each group will design the overall theme for a resort and then individual students will devise specific tourism products. It is sensible to consider your topic soon so that you can discuss with the instructor, ask relevant questions, and find appropriate readings. Ideally the topics will cover a range of locations e.g. urban/rural/developing area and topics culture/environment/activity based.

- You must date your work and keep electronic copies and a record of your work until grading is complete. A>90%, B 75-90%, C 60-75%. F<50%.
- You must be familiar with and comply with University Policies on Student Conduct. Please advise the instructor in advance of absences, delays, or any other difficulties.
- Please attend office hours at least once after mid-terms are graded to discuss progress and final assignment.
- Please email me immediately if there are problems or you need more references or information – do not wait until the next class!!!

## Preliminary Topics Outline

PD559_Fa II 2010	Topic	Film	Examples
31-Aug	Introduction/Overview/Responsibilities	Are we there yet?	Course Outline /Tourism Ingredients
7-Sep	Tourism, Structures & Life Cycle		Big Picture/World Trends/Theories
14-Sep	Getting Started	Rural Case Studies	Little Picture/Case Studies/People
21-Sep	Accommodation and Activities	Las Vegas	Hotels & Pleasure Boats
28-Sep	Strategy and Planning	Aruba-Bridge	Tourism Framework
5-Oct			
12-Oct	Eco- and Adventure Tourism	Everest Kenya/Greece	
19-Oct	Culture and Regions	PNG Cannibal Tours	PNG/Aruba
26-Oct	Urban & Heritage Tourism	Savannah	Representation
2-Nov	Off-shore Tourism	Disney Cruise	Positioning/Marketing
9-Nov	Tourism to Leverage Development	Indian Casinos	Route 16 Enchanted Trail
16-Nov	Cheap and Volunteer Tourism		Overland to India
23-Nov	Settlement Tourism	Timeshare, Condos, 2nd Homes	
30-Nov	Space Tourism/Overview	Web	Space Tourism

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