

Unit Title	Destination Planning and Management
Level	5
Reference No. (showing level)	UEL_5_DPM
Credit Value	20 credits
Student Study Hours	Contact Hours 36 Self Managed Study 164
Pre-requisite learning	Na
Co-requisites	Na
Excluded combinations	Na
Unit co-ordinator	Antonia Noussia
Faculty/Department	Faculty of Arts and Human Sciences Urban Environment and Leisure Studies
Short Description	<p>The first part of this unit introduces students to the complex relationships among stakeholders, resources, institutional structures and development philosophies which help to determine the nature of physical tourism development and the supporting tourism policies. It analyses the principles and philosophies behind planning and the ways in which planning destinations can be approached.</p> <p>The second part considers concepts and techniques that may be applied to tourist destination in order to manage their ongoing growth and to avert the effects of decline. It identifies and applies a series of techniques to a variety of destination types and analyses the interests and roles played by a variety of stakeholders.</p>
Aims	<p>The aims of the units are to equip the student with an understanding and appreciation of:</p> <ul style="list-style-type: none"> • Prevailing tourism development philosophies, tourism strategies and development programmes; • The nature of town planning and tourism planning processes; • The development frameworks within which tourism planning and management are set; • The basic nature of physical national, destination and site plans; • To engender knowledge concerning the understanding of destination management issues and the management actions that can be taken to address these.

	<ul style="list-style-type: none"> To identify how these differ between different destination types
Learning Outcomes	<p>Knowledge and Understanding:</p> <ol style="list-style-type: none"> To explain the need for planning both new and regenerated tourism destination; To identify when various planning approaches are appropriate and explain what affects the choice of approach To articulate the need for ongoing management of tourist destinations and its associated techniques such as marketing, de-marketing, capacity management, access and user-pays techniques; events and environmental interpretation; Identify the actions which local authorities and destination management partnerships can take to address these issues and to identify when and how these actions are appropriate; <p>Intellectual Skills:</p> <ol style="list-style-type: none"> To analyse tourism policy options at the three main scales and explain the implications of these on the physical development of destinations; To analyse the role of the main stakeholders and understand the need to co-ordinate their inputs into the planning and management processes. To assess the ethical issues surrounding the development of sensitive sites To apply theoretical approaches to highly practical issues <p>Practical Skills:</p> <ol style="list-style-type: none"> To undertake a resource assessment exercise and prepare a basic destination plan; To understand the main mechanisms for coordinating stakeholder inputs. To develop an outline destination management plan <p>Transferable Skills: The following will be developed:</p> <ol style="list-style-type: none"> Resource assessment and analysis skills; ability to synthesise information from a range of sources into a coherent plan and argument; ability to link problems and issues to answers via research and analysis appreciation of the different standpoints held by key

	stakeholders within tourism.
Employability	An understanding of the complex relationship among the various actors and policies involved in tourism planning and management is a key skill to tourism related operations. It is a key employability knowledge area for local authority tourism managers. It is a skill sought by Governmental, NGOs and private organisations with an input or interest in tourism development. This unit helps introduce the student both theoretical and practical issues in both fields and identifies good practice.
Teaching and learning pattern	<p>The teaching programme consists of lecture sessions and small group seminars. The seminars build upon the material contained in the lectures and involve tutor input, practical workshops and pre-prepared student discussions, as is appropriate to the topics being covered. Local field trips will be used to illustrate issues covered in class and act as the subject for the assessment.</p> <p>The unit is taught in a concentrated block to allow students to go on their Employment and Practice placement 2</p>
Indicative content	<p>Reasons for the Planning System: Introduction the UK planning machinery and its relationship to tourism; familiarity with the different types of plans which tourism development requires; sustainability as the key development philosophy.</p> <p>Planning Scales: Considers the roles of stakeholders and nature of plans and policies at different scales of tourism. It also considers what might go into a typical formal tourism plan at each level.</p> <p>Implementation: This considers the need for co-ordination of stakeholders and the interconnectedness of the various scales of planning. It also considers the various approaches to planning and revisits the importance of sustainability in contemporary planning.</p> <p>Destination Management: Establishes the principles behind the concept of destination management including issues of capacity management, public resources, the role of marketing, management partnerships visitor education and customer relations and service quality. These are expanded upon in the seminar sessions in a practical sense by way of the development of a destination plan for part of Central London.</p>

Assessment Elements & weightings	<p>100% Coursework (two assignments 50% & 50%)</p> <p>Assignment 1: Following a detailed appraisal of a potential tourist destination in London, students form an argument for change and a strategy in response to the analysis of the area. Based on this, they develop a destination plan on how the strategy might be realised. 1,000 words plus graphics Week 4</p> <p>Assignment 2: Preparation of a destination management plan for the same area in London</p> <p>1,500 words plus graphics Final Week of Teaching</p>
Indicative Sources (Reading lists)	<p>Core Materials Bosselman, F.P., Peterson, C.A. and McCarthy, C. (2000) <i>Managing Tourism Growth</i>. Washington. Island Press.</p> <p>Dredge, D. and Jenkins, J (2007). <i>Tourism Planning and Policy</i>. Milton Australia: John Wiley.</p> <p>Glasson, J., Godfrey, K., and Goodey, B. (1995) <i>Towards Visitor Impact Management: Visitor Impacts, Carrying Capacity and Management Responses in Europe's Historic Towns and Cities</i>. Avebury: Aldershot.</p> <p>Godfrey, K & Clarke, J (2000) <i>Tourism development handbook: a practical approach to planning and marketing</i>. London: Cassell</p> <p>Gunn, C. (1994) <i>Tourism Planning. Basics, Concepts and Cases</i>. Washington: Taylor and Francis.</p> <p>Hall, C.M. (1999) <i>Tourism Planning: Policies, Processes and Relationships</i>. Harlow: Prentice Hall.</p> <p>Howie, F (2003) <i>Managing The Tourist Destination</i>. London. Continuum</p> <p>Simpson K. 2005. Back to the Future: In Search of an Effective Tourism Planning Model. Elsevier</p> <p>Optional Materials Carmona, M., Heath, T., Oc, T. & Tiesdell, S. (2003) <i>Public Places, Urban Spaces: the Dimensions of Urban Design</i>. Oxford: Architectural Press</p> <p>Cullingworth, J. & Nadine, V. (2002) <i>Town and Country Planning in the UK</i>. London: Routledge.</p>

	<p>Davidson, R. & Maitland, R. (1997) <i>Tourism Destinations</i>. London: Hodder and Staughton</p> <p>Goeldner, C. & Ritchie, J.R.B. (2005) <i>Tourism: Principles, Practices, Philosophies</i>. Wiley</p> <p>Gunn, C (1997) <i>Vacationscape: developing tourist areas</i>. Washington Taylor and Francis</p> <p>Inskeep, E (1991). <i>Tourism Planning: An Integrated and Sustainable Development Approach</i>. New York: Van Nostrand Rheinolt.</p> <p>Murphy, P. (1985) <i>Tourism a Community Approach</i>. London: Routledge.</p> <p>Roberts, M. & Greed, C. (eds) (2001) <i>Approaching Urban Design</i>. London: Longman</p> <p>Shackley, M (2001) <i>Managing Sacred Sites</i>. London. Continuum Press</p> <p>Shackley, M (1995) <i>Visitor Management: Case Studies from World Heritage Sites</i>. Oxford. Butterworth Heinemann.</p> <p>Williams, S. (1998) <i>Tourism Geography</i>. London:Routledge. CH6</p> <p>www.EnjoyEngland.gov.uk houses national policy documents and the destination management handbook.</p>
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