Subject Code	TOU602
Subject Name	Tourism Planning
Credit points	6
AQF Level	6 (Year 2)
Delivery mode	On campus
Prerequisites	None

Subject Overview	This subject highlights the critical role of tourism planning in supporting the visitor economy. Students will be introduced to the fundamentals of tourism planning, focusing on both theoretical insights and practical applications. The course equips students with the skills to understand policy agendas, strategic goals, and the development of planning frameworks. Key topics include analysing tourism planning and policy from both micro and macro perspectives, stakeholder and strategic management, and securing funding through grant submissions. Case study projects will blend theoretical knowledge with practical experience, as students review tourism planning proposals and apply concepts to real-world scenarios for a comprehensive understanding of tourism planning and policy processes.

Learning Outcomes	Assess the main principles of quality tourism planning goals and how they lead to successful planning results.
	Analyse the main theoretical and philosophical approaches used to understand tourism planning.
	Recognise the key tourism planning principles that support strategic approaches in both the public and private sectors.
	Apply industry data to inform the development of tourism planning strategies

Assessments	**Indicative assessments**	**Weighting**
	Report	40%
	Tourism grant application	20%
	Group Presentation of a Strategic Plan	40%

Graduate Attributes addressed in this subject	Sustainability literacy
	Systematic and coherent body of knowledge
	Scholarly skills
	Communication skills

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