

Faculty of Higher Education

Subject Code	TOU709
Subject Name	Planning for Tourism
Credit points	6
Study Level	Year 3
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Simon Hamm
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Subject Overview	This subject covers the nature, structure and design of tourism planning processes. The subject provides students with the skills and knowledge to convert policy agenda, strategic goals and objectives into a clear, logical and appropriate planning outcome. Students will examine a range of tourism planning proposals, case studies and real-life projects and will work on their own tourism projects based on what they have learnt from previous related tourism subjects
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Learning Outcomes	Evaluate the core fundamentals of quality tourism planning objectives as a determinant of positive planning outcomes
	Critique the key theoretical and philosophical approaches to interpreting planning for tourism
	Identify and appraise the essential tourism planning principles that underpin both public and private strategic approaches
	Design a unique tourism planning strategy based on sound and informed analysis of available industry data
	Communicate to others the purpose, value and implications of a tourism project

Assessments	Details	Weighting
	Individual concept review	10%
	Portfolio	60%
	Examination	30%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Communication skills