

NRRT 442

Tourism Planning

Department of Natural Resource Recreation and Tourism
Colorado State University

Spring, 2015

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Office Hours
Tuesday, Thursday 9:30-11:00

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I. COURSE DESCRIPTION

This course examines the relationship among tourists, tourist developments and the planning of tourist attractions and services. It focuses on the planning of tourist resources and programs within a geographic region, as well as at a destination and site level. Planning tools and design concepts are reviewed and analyzed. A regional strategic planning process is applied to the development of a regional tourism plan in Colorado.

II. COURSE PREREQUISITES

The course is designed to convey the complexity of tourism planning and development. NRRT 270 is a prerequisite for the course.

III. INSTRUCTIONAL OBJECTIVES

The basic goal of this course is to develop an understanding of the process and complexity of tourism planning. The following specific objectives are addressed:

- 1) To provide students with an informational background in tourism planning.
- 2) To generate an awareness of the concerns of the travel and tourism industry and develop skills required to plan for solving and managing problems.
- 3) To gain an understanding of the relationship among tourists, tourist developments and the planning of tourist attractions and complexes.
- 4) To apply the planning process to the development of an attraction site plan and a regional tourism plan.

IV. REQUIRED MATERIALS AND/OR READINGS

Required readings are located on ramct.blackboard.com

V. COURSE POLICY AND PROCEDURE

- 1) All assignments are due no later than class time on the designated date.
- 2) All assignments must be typed unless otherwise indicated by the instructor.
- 3) The A.P.A. (American Psychological Association) format must be used whenever referencing is required for assignments given. Failure to correctly utilize A.P.A. referencing style will have a negative impact on your grade.
- 4) Attendance: Class attendance is mandatory and will constitute 10% of your final grade. Attendance will be taken during each class session. Two class absences (for whatever reason) will be allowed. The third class absence will drop your grade by 10%. For example, if you have a letter grade of “A” based on your assignments / exams and miss 3 or more classes, your final grade for the course will be a “B”. ***Any class absences during the Student Presentation (April 28th through May 7th) segment of the course will automatically drop your grade by 10%.***

ROLE WILL BE TAKEN AT THE BEGINNING OF EACH CLASS. STUDENTS WHO ARRIVE AFTER ATTENDENCE HAS BEEN TAKEN (I.E. LATE) WILL BE CONSIDERED ABSENT FROM THAT DAY’S CLASS!
- 5) There will be no excuse for missing an exam. No makeup exams will be given unless I receive a written note from a doctor regarding illness.

VI. COURSE REQUIREMENTS

- 1) Exams - There will be two exams. The format will be primarily short answer and essay questions. The first exam will be on ***March 3rd***. The second exam is on ***April 23rd***.
- 2) Assignment 1 – Short in-class planning assignment due on ***January 22nd*** by class time.
- 3) Assignments 2 through 5 – sections of your final Planning Report due for review by Dr. Donnelly throughout the semester (Due dates can be found on Course Outline).
- 4) Tourism Planning Project Report - A (typed) written report of the regional tourism plan will be due on ***May 7th***.
- 5) Tourism Planning Project Oral Presentation - An oral presentation of the regional tourism planning project will be presented in class on ***April 28th, April 30th, May 5th and May 7th***. This presentation will be about 35 minutes in length.

VII. COURSE GRADING

<u>Grading Summary</u>	<u>Number of Points</u>
Exam 1	40
Exam 2	40
Assignment 1	5
Assignment 2	5
Assignment 3	20
Assignment 4	10
Assignment 5	5
Planning Project Report	40
Planning Project Presentation	25
Class Participation	<u>10</u>
	200

VIII. COURSE CONTENT

Week 1

January 20 Expectations Workshop (***Assignment 1 – View this assignment on ramct for Week 1***)

January 22 Class Planning Exercise (***Discuss Assignment 1 in Class***)

Week 2

January 27 Introduction to Tourism Planning

Readings: Gunn, Chapter 1.
Smith, H. 1993. The citizen and planning action. *The Citizen's Guide to Planning*. Washington, D.C.: Planners Press. Ch. 1, pp. 1-17.

January 29 Sustainable Tourism – Examples of Local Communities

Readings: Bramwell, B. & Lane, B. 1991. Sustainable tourism: An evolving global approach.

Hunter, C. 1995. On the need to re-conceptualize sustainable tourism development. *Journal of Sustainable Tourism*. 3:155-165.

Clifford, H. C. 1994. Aspen: A colonial power with angst. *Discovered Country: Tourism and Survival in the American West*. New Mexico: Stone Ladder Press.

Williams, F. 1994. A passive town in Utah awaits its fate. *Discovered Country: Tourism and Survival in the American West*. New Mexico: Stone Ladder Press.

Week 3

February 3 Regional Planning Project: Organization Session & Setting Goals and Objectives (***Assignment 2 - View this assignment on ramct for Week 3***)

February 5 Tourism as a System

Readings: Gunn, Chapter 2.

Week 4

February 10 Components of Supply

Readings: Gunn, Chapter 2.

February 12 Regional Planning Concepts

Readings: Gunn, Chapter 5 & Chapter 6.

Week 5

February 17 Regional Planning Concepts

Readings: Gunn, Chapter 5 & Chapter 6.

February 19 Regional Planning Project - Group Working Session

Project Deadline for: Goals and Objectives for the Region (***Assignment 2***)
(***Assignment 3 - View this assignment on ramct for Week 5***)

Week 6

February 24 Public Involvement in the Planning Process

Readings: Smith, Ch. 12.

Heberlein, T. Principles of Public Involvement. Dept. of Rural Sociology. Madison: University of Wisconsin.

February 26 Regional Planning Project - Group Working Session (Outside of Class)
Drive through of the Region

Week 7

March 3

EXAM 1

March 5 Destination Planning Concepts

Readings: Gunn, Chapter 7.

Week 8

March 10

Sense of Place

Speaker Dan Williams, USDA Forest Service

Readings: Williams, D. R. & Stewart, S. I. (1998). Sense of place. *Journal of Forestry*.

March 12

Site Planning

Readings: Gunn, Chapter 9.

March 17-19

Spring Break

Week 9

March 24

Regional Planning Project - Group Working Session

Project Deadline for: Sense of Place description, Vision and Policy Statements, and summaries of Physical and Program Factors. Schedule meeting with Mo to discuss. **(Assignment 3)**

(Assignment 4 - View this assignment on ramct for Week 9)

March 26

Fort Collins Planning Department - Plan Development

Speaker Lindsay Ex, City Planner, Advance Planning Department

Week 10

March 31

Planning for Protection of Historical Resources

Speaker Fort Collins Historical Society

April 2

Case Studies: Quality Control Strategies

Readings: Basselman, F. P., Peterson, C. A., & McCarthy, C. 1999. Managing Tourism Growth. Washington, D.C.: Island Press. Chapter 4.

Week 11

April 7

Regional Planning Project - Group Working Session

Project Deadline: Hand in list of Regional Strengths and Weaknesses, Regional Recommendations and Timeline for Completion of recommendations. Schedule meeting with Mo to discuss progress (**Assignment 4**).

(Assignment 5 - View this assignment on ramct for Week 11)

April 9

Case Studies: Quantity Control Strategies

Readings: Basselman, F. P., Peterson, C. A., & McCarthy, C. 1999. Managing Tourism Growth. Washington, D.C.: Island Press. Chapter 5.

Tools for Planning

Readings: Smith, Chs. 6-8.

Week 12

April 14

Design Standards and Principles

Readings: Dorward, S. 1990. Deriving community form from landscape. New York: Van Nostrand Reinhold. pp. 203-251.

April 16

Fort Collins Planning Department - Design Standards

Speakers Clark Mapes - City Planner, Advance Planning Department

Week 13

April 21

Regional Planning Project - Group Working Session

Project Deadline for: Hand in descriptions, strengths and weaknesses and recommendations for Destination and Touring Zones (**Assignment 5**).

April 23

Exam 2

Week 14

April 28 & April 30

Project Presentations

Week 15

May 5 & May 7

Project Presentations

TYPED PROJECTS DUE May 7th!