



Paper Coordinator / Lecturer

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Office hours: every Monday from 2pm to 4pm

Paper Code and Title: TOUR704 Tourism Planning & Development

Level: 7

Credits: 15

Pre/Co-Requisites: see University Calendar

Learning Hours: 150

Prescriptor

A systematic examination of several approaches to tourism planning and policy making at both national/regional scales and from a business perspective. Develops a critical understanding of the role of decision-makers and planners on tourism development. There is an emphasis on assessing the wider tourism system from demand and supply perspectives and with reference to both New Zealand and international examples.

Learning Outcomes

On successful completion of this paper students should be able to:

1. Critically apply major theories, concepts and principles underpinning tourism planning and development and utilise specific techniques and tools in the planning process;
2. Critically analyse the international tourism industry in relation to the stages of the planning and policy development;
3. Critically evaluate the regulatory and legislative context in contemporary New Zealand at national, regional, and local scales and its importance for tourism planning practice.

Paper Requirements

To successfully complete this paper, the following conditions must be met:

- Obtain a final minimum mark of 50% overall in the paper;
- Submit all assessments. If any assessment is not handed in, a DNC grade will be awarded for the paper. NOTE: As per the General Academic Regulations of AUT University, if you do not submit a completed compulsory component, you may be withdrawn from the paper.



Reading

Required texts

There is no required text. Important reading material will be made available via Blackboard prior to class.

Supplementary reading

Supplementary readings are indicated for students who wish to extend their understanding of specific topics and to provide an indication of literature which may be appropriate as a starting point for assessment work. These readings include (but are not limited to):

- Andrews, N., Flanagan, S., & Ruddy, J. (Eds.)(2002). *Tourism destination planning*. Dublin, Ireland: Dublin Institute of Technology.
- Brau, R., Lanza, A., & Usai, S. (Eds.)(2008). *Tourism and sustainable economic development. Macroeconomic models and empirical methods*. Cheltenham, United Kingdom: Edward Elgar.
- Dredge, D. & Jenkins, J. (2007). *Tourism planning and policy*. Milton, Australia: John Wiley and Sons.
- Edgell, D.L., & Swanson, J. R. (2013). *Tourism policy and planning: Yesterday, today and tomorrow (second edition)*. London, United Kingdom: Routledge.
- Fennell, D.A., & Dowling, R.K. (Eds.)(2003). *Ecotourism policy and planning*. Wallingford, United Kingdom: CABI.
- Godfrey, K., & Clarke, J. (2000). *The tourism development handbook: a practical approach to planning and marketing*. London, United Kingdom: Cassell.
- Gunn, C.A. (2002). *Tourism planning (fourth edition)*. New York, NY: Routledge.
- Hall, C.M. (2000). *Tourism planning: policies, processes and relationships*. Harlow, United Kingdom: Pearson Education.
- Hall, C.M. (1994). *Tourism and politics: policy, power and place*. Brisbane, Australia: John Wiley and Sons.
- Hall, C.M., Jenkins, J., & Kearsley, G. (Eds.)(1997). *Tourism planning and policy in Australia and New Zealand: cases, issues and practice*. Sydney, Australia: Irwin Publishers.
- Hall, C.M., & Lew, A.A. (2009). *Understanding and managing tourism impacts: An integrated approach*. London, United Kingdom: Routledge.
- Inskeep, E. (1991). *Tourism planning: an integrated and sustainable development approach*. New York, NY: Van Nostrand Reinhold.



- Mason, P. (2008). *Tourism impacts, planning and management*. Oxford, United Kingdom: Butterworth-Heinemann.
- Moutinho, L. (2000). *Strategic management in tourism*. Wallingford, United Kingdom: CABI.
- Newsome, D., Moore, S.A., & Dowling, R.K. (2013). *Natural area tourism: Ecology, impacts and management (second edition)*. Bristol, United Kingdom: Channel View.
- Sharpley, R. (2009). *Tourism development and the environment: Beyond sustainability?* London, United Kingdom: Earthscan
- Sharpley, R., & Telfer, D.J. (Eds.)(2002). *Tourism and development: concepts and issues*. Clevedon, United Kingdom: Channel View Publications.
- Travis, A.S. (2011). *Planning for tourism, leisure and sustainability: International case studies*. Wallingford, United Kingdom: CABI.
- Weaver, D. (2006). *Sustainable tourism: theory and practice*. Sydney, Australia: Elsevier.
- Wilks, J., Pendergast, D., & Leggat, P. (2006). *Tourism in turbulent times: towards safe experiences for visitors*. London, United Kingdom: Elsevier.
- World Tourism Organization (1994). *National and regional tourism planning: methodologies and case studies*. London, United Kingdom: Thomson Learning.
- World Tourism Organization (1998). *Guide for local authorities on developing sustainable tourism*. Madrid, Spain: WTO.

Journals

Examples of academic journals relevant to this paper include:

Tourism Planning & Development

Annals of Tourism Research

Tourism Management

Journal of Sustainable Tourism

Tourism Economics



Assessment grid

#	Assessment type	Due date	Weighting	Learning outcomes
1	Mini-tests (online): 4 to be completed out of 6	Weeks 4-12	40% (10% per test)	1, 2, 3
2	Gamification exercise	Week 9	10%	1
3	Individual written report	Week 12	50%	1, 2, 3

Students are expected to be available for **all assessments** (including examinations and tests) at any time that they are scheduled during the Semester (17th July - 10th November). Any exceptions relate to only those **exceptional circumstances** beyond your control. Applications for alternative arrangements will only be granted through **the Special Consideration Applications (SCA) process**. For examples of exceptional circumstances please refer to https://blackboard.aut.ac.nz/webapps/aut-sca-bb_bb60/UserGuideStudents.pdf

Student Responsibilities:

Class times and places

These are shown on your personal timetable which is available from the ARION website.

<https://arion.aut.ac.nz>

Blackboard (previously referred to as AUTonline)

Resources are posted online and it is your responsibility to download the appropriate course material and bring this to class. It is highly recommended that you prepare for each class and tutorial by reading the material prior to class. There is learning material available on Blackboard so please use this to enhance your study and assignments: <https://autonline.aut.ac.nz/>

Submitting your assignment

Follow the instructions on the assessment details carefully, including information on

- Due date and time;
- Submission instructions; and
- Turnitin requirements

It is the student’s responsibility to know what method is required for this paper, detailed in the assessment instructions. No responsibility will be taken by the lecturer or the School of Hospitality and Tourism for assignments left under office doors or handed into administration offices.

Where to hand in the assignment will be specified under submission instructions.

Unless instructed otherwise by your lecturer, all written assignments are to be submitted to Turnitin. If an assignment is not submitted to Turnitin, it will not be marked and you will receive a DNC (Did Not Complete). Turnitin is software that determines if the work is your own and not someone else’s work. Therefore, you are required to submit an electronic version of your assignment through the link on Blackboard. Instructions for using Turnitin will be provided in class. The submission title for Turnitin must be your STUDENT ID number. You will receive a confirmation of your submission to your email address.



Grades

In-course grades will be posted either in Grade Centre on Blackboard or Arion. Note that grades posted on Blackboard or Arion are provisional only until after Exam Board at the end of each semester. Final results will be sent through Arion Correspondence.

Refer to the Programme Manual for information on:

Referencing, Turnitin, plagiarism and late assessments

Special consideration for assessments

Extension dates for assignments

Examination Procedures

Reconsideration of Marks

Appeal for Paper results

Weekly schedule – outline of content

Week	Lecture /tutorial	Reading /resources
Wk 1 (17 July – 21 July)	L: Course introduction T: No tutorial	Paper study guide
Wk 2 (24 July – 28 July)	L: Introduction to the planning concept and the tourism system T: The planning process	Gunn, C.A. (2002). <i>Tourism planning (fourth edition)</i> . New York, NY: Routledge. Chapter 1, 2 & 7 Inskip, E. (1991). <i>Tourism planning: an integrated and sustainable development approach</i> . New York, NY: Van Nostrand Reinhold. Chapter 1 & 2
Wk 3 (31 July – 4 August)	L: Choosing tourism as a driver for change: recognizing impacts T: Sustainable development and impact management: establishing indicators	Godfrey, K., & Clarke, J. (2000). <i>The tourism development handbook: A practical approach to planning and marketing</i> . London, United Kingdom: Cassell. Chapter 2 Payeras, M., Pou, L. L., Alemany, M., & Borras, C. (2002). Economic, social and environmental impact of tourism on Balearic Islands/ an application of the tourism penetration index. In N. Andrews, S. Flanagan, & J. Ruddy (Eds.), <i>Tourism destination planning</i> (pp. 361-377). Dublin, Ireland: Dublin Institute of Technology. Sharpley, R. (2009). <i>Tourism development and the environment: Beyond sustainability?</i> London, United Kingdom: Earthscan. Chapter 2, 3 & 7



<p>Wk 4 (7 August – 11 August)</p>	<p>L: Surveying and analysing area characteristics</p> <p>T: Analysing destination elements: exercises</p> <p>Assessment 1: Mini-test 1 due</p>	<p>Godfrey, K., & Clarke, J. (2000). <i>The tourism development handbook: A practical approach to planning and marketing</i>. London, United Kingdom: Cassell. Chapter 4</p> <p>Hopkins, K. W., & Michael, E. J. (2002). Tourism clusters - towards a theory for regional development. In N. Andrews, S. Flanagan, & J. Ruddy (Eds.), <i>Tourism destination planning</i> (pp. 346-360). Dublin, Ireland: Dublin Institute of Technology.</p> <p>Inskeep, E. (1991). <i>Tourism planning: an integrated and sustainable development approach</i>. New York, NY: Van Nostrand Reinhold. Chapter 3-5</p>
<p>Wk 5 (14 August – 18 August)</p>	<p>L: Understanding demand: segmentation and market forecasting</p> <p>T: Case SALK: choosing development opportunities</p> <p>Assessment 1: Mini-test 2 due</p>	<p>Godfrey, K., & Clarke, J. (2000). <i>The tourism development handbook: A practical approach to planning and marketing</i>. London, United Kingdom: Cassell. Chapter 5 & 6</p> <p>Smith, S. L. J. (2013). <i>Tourism analysis: a handbook</i>. New York, NY: Routledge. Chapter 6</p>
<p>Wk 6 (21 August – 25 August)</p>	<p>L: Tourism policy and plan formulation: management frameworks</p> <p>T: Tourism policy and plan formulation: management frameworks</p> <p>Assessment 1: Mini-test 3 due</p>	<p>Goeldner, C. R., & Ritchie, B. J. R. (2009). <i>Tourism: principles, practices, philosophies (11th ed.)</i>. Hoboken, NJ: John Wiley & Sons. Chapter 15</p> <p>Coccosis, H., & Mexa, A. (Eds.)(2004). <i>The challenge of tourism carrying capacity assessment. Theory and practice</i>. Aldershot, United Kingdom: Ashgate. Chapter 3</p>
<p>MID SEMESTER BREAK (28 August – 8 September)</p>		
<p>Wk 7 (11 September – 15 September)</p>	<p>L: Development and design standards</p> <p>T: Development and design standards</p>	<p>Inskeep, E. (1991). <i>Tourism planning: an integrated and sustainable development approach</i>. New York, NY: Van Nostrand Reinhold. Chapter 11</p>
<p>Wk 8 (18 September – 22 September)</p>	<p>L: The planning environment in New Zealand: the Resource Management Act and Health &</p>	



	<p>Safety</p> <p>T: Introduction to the gamification exercise</p> <p>Assessment 1: Mini-test 4 due</p>	
Wk 9 (25 September – 29 September)	<p>L: Assessment 2: Gamification exercise (attendance mandatory)</p> <p>T: Discussion on results of assessment 2 and introduction to the final assessment</p> <p>Assessment 1: Mini-test 5 due</p>	
Wk 10 (2 October – 6 October)	<p>L: Financial project analysis and decision-making from a public and private point of view</p> <p>T: Financial project analysis and decision-making from a public and private point of view: cases</p>	<p>Hara, T. (2008). <i>Quantitative tourism industry analysis. Introduction to Input-Output, Social Accounting Matrix Modeling, and Tourism Satellite Accounts</i>. Oxford, United Kingdom: Elsevier. Chapter 3</p> <p>Jones, T., Atkinson, H., Lorenz, A., & Harris, P. (2012). <i>Strategic Managerial Accounting. Hospitality, Tourism & Events Applications</i>. Oxford, United Kingdom: Goodfellow Publishers Limited. Chapter 14</p> <p>Vanhove, N. (2005). <i>The economics of tourism destinations</i>. Oxford, United Kingdom: Elsevier. Chapter 7 & 8</p>
Wk 11 (10 Oct – 14 Oct)	<p>L: Partnership models in development projects</p> <p>T: Risks and benefits of Public-Private Partnerships</p> <p>Assessment 1: Mini-test 6 due</p>	<p>Sauter, E. T., & Leisen, B. (1999). Managing stakeholders: A tourism planning model. <i>Annals of Tourism Research</i>, 26(2), 312-328. doi: 10.1016/S0160-7383(98)00097-8</p> <p>Teker, S., & Teker, D. (2012). Tourism Projects Financing: A Public-Private-Partnership Model. <i>Business Management Dynamics</i>, 2(5), 5-11. Retrieved from www.bmdynamics.com</p>
Wk 12 (16 October – 20 October)	<p>L: Monitoring progress and evaluating success</p> <p>T: Course recap and time allotted for questions on individual reports</p>	<p>Park, S.-Y., & Jamieson, W. (2009). Developing a tourism destination monitoring system: A case of the Hawaii Tourism Dashboard. <i>Asia Pacific Journal of Tourism Research</i>, 14(1), 39-57. doi: 10.1080/10941660902728015</p>



	Assessment 3: report due	
WEEKS 13, 14 AND 15 – EXAM WEEKS		



Assessment details

- Assessment 1:** Mini-tests (online) – 40%
- Due date and time:** One week after the mini-tests have been made available:
- Test 1: due date 11 August, 11:59pm
 - Test 2: due date 18 August, 11:59pm
 - Test 3: due date 25 August, 11:59pm
 - Test 4: due date 22 September, 11:59pm
 - Test 5: due date 29 September, 11:59pm
 - Test 6: due date 13 October, 11:59pm
- Submission instructions:** Mini-tests to be completed in Blackboard, under the tab 'Assessment 1: Mini-tests'. The tests will be available to access after the tutorials of the respective weeks. The time limit for the tests is 60 minutes.
- Assessment brief:** After the tutorials of Weeks 3, 4, 5, 7, 8, and 10 a mini-test will be made available on Blackboard → 'Assessment 1: Mini-tests'. You are required to complete four out of six possible tests. Any less will result in a DNC for the entire paper. If you hand in more than 4 tests, the 4 best ones will be counted towards your total. Each test counts for 10% and can consist of one open-ended question or a few multiple-choice questions.

Requirements:

- Hand in 4 out of 6 mini-tests throughout the semester. Any less will result in a DNC
- Submit your answers in Blackboard via 'Assessment 1: Mini-tests'. No paper copy required.

Marking schedule:

All marks are related to correctness of the arguments. Every test has a maximum of 10 marks.



Assessment 2: Gamification exercise – 10%
Due date and time: Week 9 in class (attendance mandatory)
Submission instructions: None
Assessment brief: The gamification exercise will use the example of Wynyard Quarter's redevelopment in order to introduce relevant aspects of the planning process in a multi-stakeholder context. You will get a randomly assigned character to play in the game and are required to shortly prepare your role prior to the in-class game.

Task:

Aspects of gamification have recently been introduced in various planning settings as a means to internalize shared community visions in the planning process. It is an interactive way to come to an understanding of various stakeholder perspectives, goals, power-relations, and barriers.

The game is based on the redevelopment plans of Wynyard Quarter, as part of *The Waterfront Plan 2012* by Waterfront Auckland (<https://www.panuku.co.nz/www/uploads/moduleresourceitems/the-waterfront-plan-2012-9e08935901.pdf>). More specifically, the idea of a waterfront stadium as a signature building is explored. The game introduces various character roles, each with their own ideas and wishes. Roles include Waterfront Auckland, Auckland Transport, political opposition, residents of Wynyard Quarter, residents of the wider Auckland region, commercial establishments, project developers, and Ngāti Whātua. You will be assigned one of these roles at random and during the course of the game you have to protect the interest of your specific role.

One week before the gamification exercise, you will receive a small role playing card in order to prepare. The assessment is based on active participation and serves to understand development issues from multiple points of view. Active participation and understanding the roles of other players will help you to prepare for the final assessment.

Requirements:

- Presence during gamification exercise
- Active participation according to your assigned role

Marking schedule:

All marks are related to participation.



- Assessment 3:** Individual written report – 50%
Due date and time: Friday, 20 October at 5pm
Submission instructions: Soft copy uploaded via Turnitin on AUTonline. No hard copy needed
Turnitin instructions: Upload before 5pm on 20 October
Assessment brief: As the culmination of the paper, you will write an individual report that analyses the feasibility of a new waterfront stadium on the location of the tank farm in Wynyard Quarter.

Task:

The report has to include the following sections:

1. Introduction to the topic (i.e. historical background of area, development need, goals for development)
2. Stakeholder mapping for Wynyard Quarter
3. An inventory of recreational and tourist facilities
4. Analysis of transportation characteristics in the neighbourhood (pedestrian, cycling, car, public transport)
5. Introduction of waterfront stadium and analysis of building requirements (in terms of RMA) and estimated positive and negative impacts
6. Conclusion
7. Reference list

Requirements:

- A minimum of 3000 words.
- Use of some graphical material is required for spatial analysis.

Marking schedule:

See next page for a detailed marking schedule.



Marking schedule:

Contents	Total Marks: /50
Introduction <ul style="list-style-type: none"> • Historical background of area introduced • Development need established • Vision and goals of development clearly identified 	/5
Stakeholder mapping <ul style="list-style-type: none"> • Stakeholder groups correctly identified • Varying stakeholder goals established • Relevancy given according to stakeholder interest and influential power 	/10
Inventory of facilities <ul style="list-style-type: none"> • Recreational and tourist facilities of Wynyard Quarter correctly identified • Aggregated measures and clusters developed • Analysis leads to a higher-level understanding of current situation and qualities 	/10
Analysis of transportation characteristics <ul style="list-style-type: none"> • Different transportation options and patterns correctly analysed • Transportation options discussed in terms of different users 	/5
Waterfront stadium <ul style="list-style-type: none"> • Introduction to potential waterfront stadium in the area • Correct analysis of the RMA and zonal requirements in terms of building height, floor to area ratio and other significant aspects. Clear identification of areas where plan might need special approval • Analysis of potential impacts (positive and negative) on economy, urban transportation, crowding, destination image 	/10
Conclusion <ul style="list-style-type: none"> • Summary of main elements of the report • General conclusion that establishes feasibility of the project 	/5
Presentation and referencing <ul style="list-style-type: none"> • Well-structured sections with properly numbered sub-divisions, table of contents included • Correct spelling and grammar • Consistency of in-text and end-of-text referencing • APA referencing style followed properly 	/5