Community Tourism Planning: Course outline

The aims of the course are to:

- To study tourism in more detail
- Learn about **Destination Marketing Organizations (DMO)**
- Learn how destinations and attractions are developed, promoted and branded
- How to market, plan, position & analyse tourism products
- Understand the *impact* of the tourism industry on the community

The course will entail:

- **40% Participation:**
  - Attendance of 80% or more is required (including <u>punctuality</u>)
  - Completing your portfolio
  - Completing the class work
  - Your participation points in the class
- **10% Role play as a DMO for a country or region**
- **20% Quizzes**
- **10% Analyse a current Tourism destination or attraction**
- **20% Create a new Tourism Attraction**

Course material:

- I will provide you with the **worksheets** and **materials** for the course
- You are **required** to **purchase** a folder for your portfolio work
- PPTs will only be used for videos and images.
- I would like us to go to a nearby attraction for a class trip

10% - Role-play as a Destination Marketing Organisation:
- In a small group, you will research and prepare materials for a particular country, region or city.
- This will be used as we will hold a **Travel Fair** in the class
- A small report is required about the chosen DMO

20% - Create a new local Tourism Attraction:
- In a small group, you will create and plan a new **Tourism Attraction** for Wuxi, Suzhou or Shanghai
- This will **just be a report** and will follow my template

10% - Analyse a current Tourism destination or attraction:
- Choosing from a selection that I provide, you will **analyse** and **present** a current Tourism destination or attraction.
- You will be in small groups for this. **No** written report required for this

All of the groups will be decided by me, based on past grades.
Please follow my rules on emails.
There are no excuses now you are in the 3rd year.