UNIT 38. SUSTAINABLE TOURISM DEVELOPMENT

COLBOURNE COLLEGE TERM PAPER 2

LO 2. Understand different approaches to tourism planning and development

Tourism is a rather complicated activity that overlaps several different sectors of the society and economy. Planning can provide the necessary guidance for its development. For those places that already have some tourism, planning is often needed to revitalize this sector and maintain its future viability (Monroe College, 2015).

APPROACHES AND TECHNIQUES TO IMPLEMENT TOURISM DEVELOPMENT PLANS

There are varying approaches to tourism planning and development: Systems Approach; Comprehensive Approach; Integrated Approach; Environmental and Sustainable Approach; Community Approach; Implementable Approach; and Systematic Approach. There are also different levels of tourism planning and development (My Academic World, 2015).

LEVELS OF TOURISM PLANNING AND DEVELOPMENT

First, tourism should be planned at the national and regional levels. At these levels, planning is concerned with tourism development policies, structure plans, facility standards, institutional factors and all the other elements necessary to develop and manage tourism. Then, within the framework of national and regional planning, more detailed plans for tourist attractions, resorts, urban, rural and other forms of tourism development can be prepared (Monroe College, 2015). Then, tourism should be planned at the international level. This involves (My Academic World, 2015):

- International transportation services;
- The movement and scheduling of the tours of tourists among different countries;
- The development of major tourist attractions and facilities in neighboring countries as well as the working strategies and promotional programs of the many countries.

International Tourism usually takes place through: World Tourism Organization (WTO) and its regional commissions; International Civil Aviation Organization (ICAO); International Air Transport Association (IATA); Pacific Asia Travel Association (PATA); Caribbean Tourism Organization (CTO); Tourism Council of the South Pacific (TCSP); Sub-Committee on Tourism (SCOT) of the Association of the Southeast Asian Nations (ASEAN); Tourism Coordination Unit (TCU) of the Southeast Africa Development Coordination Conference (SADCC); and the Tourism Committee of the Organization for the Economic Cooperation and Development (OECD) (My Academic World, 2015).

ASSIGNMENT INSTRUCTIONS:

The following tasks (AC 2.1; 2.2 & 2.3) should be supported by both research and the Case Study: Botswana Planning Process >>> CLICK TO VIEW CASE

To demonstrate learning in AC 1.1. – 1.3 you will firstly identify the different approaches used by Botswana to tourism planning and development then evaluate the features, significance and methods.

LEARNING OUTCOME 2. HAS ONLY INDIVIDUAL TASKS/ASSIGNMENTS

To earn a **PASS** grade on the Assessment Criteria (AC) you must achieve the **PASS** Criteria established on the task sheets below for all:

AC 2.1. Analyse features of tourism development planning at different levels

AC 2.2 Evaluate the significance of interactive planning systems and processes in tourism developments

AC 2.3 Evaluate different methods available to measure tourist impact

To earn a **MERIT** grade: you must meet the pass criteria established. In addition you will:

- Conduct, Analyze and interpret primary and secondary data effectively using appropriate research tools.
- Inform your work through both research and the Case Study on Botswana.
- Draw CONCLUSIONS from the study that are properly evidenced in your case and research findings.
- Include Reference Page at correct referencing standard with **ALL sources cited in-text**.

To earn a **DISTINCTION** grade: you must meet the **pass** and **merit** criteria established. In addition you will:

- Present a work that is exemplary.
- Paper that is lively, well-paced, interesting, and everything in it seems to fit the theme exactly. Reading the paper, it is clear that the writer cares for his or her ideas, and about the language that carries them.
- Make Recommendations and draw conclusions that are relevant to the findings, presented with justification and within suitable timeframe for implementation.

SUBMISSION DEADLINE

Monday, November 27

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TASK ONE:

AC 2.1. Analyse Features Of Tourism Development Planning At Different Levels

MINIMUM CRITERIA FOR A PASS

- Carry out the command in the task correctly: Analyze
- Carry out the task correctly: **Provide an evaluative and well-reasoned argument how tourism development takes place at the international, national, regional and local levels to sustain the environmental, economic and social improvements of Botswana. Draw strongly from both the case study and your own research.**
- The work reflects the course learning objectives: (See the course content for the guiding areas of focus).
- Use the Four Paragraph Essay Structure (properly applied): Introduction; Findings; Discussion; and Conclusion.
- Minimum: 600 Words.
- Minimum of Six (6) In-text Referencing.
- Draw examples and arguments from the case study: Botswana Planning Process
- Demonstrate writing abilities suitable to the level.
- Properly reference the work using Harvard Style Of Referencing

Analyse means to: Separate information into components and identify their characteristics by discussing the pros and cons and make reasoned comment.

COURSE CONTENT:

Features Of Tourism Development Planning:

- Environmental; economic; and social development planning;
- International; national; regional; and local levels;
- Strategic planning; short term planning;
- Qualitative method; and quantitative methods;

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TASK TWO:

AC 2.2 Evaluate the significance of interactive planning systems and processes in tourism developments

MINIMUM CRITERIA FOR A PASS

- Carry out the command in the task correctly: Analyze
- Carry out the task correctly: **Provide an evaluative and well-reasoned argument on the importance and benefits of using interactive planning systems and processes in tourism developments. Make reasonable links to the planning systems and processes used in the Botswana case to support your arguments.**
- The work reflects the course learning objectives: (See the course content for the guiding areas of focus).
- Use the Four Paragraph Essay Structure (properly applied): Introduction; Findings; Discussion; and Conclusion.
- Minimum: 600 Words.
- Minimum of Six (6) In-text Referencing.
- Draw examples and arguments from the case study: Botswana Planning Process
- Demonstrate writing abilities suitable to the level.
- Properly reference the work using Harvard Style Of Referencing

Evaluate means to: Make a qualitative judgement taking into account different factors and using available knowledge/experience/evidence.

COURSE CONTENT:

Interactive planning systems and processes in tourism developments:

- Objectives Of The Planning Approach:
  - Planning: Responsible Tourism, interactive planning systems and processes
  - Development: Preservation, conservation, new build
- Implementation Techniques; and Systems To Measuring Tourism Impacts

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TASK THREE:

AC 2.3 Evaluate different methods available to measure tourist impact

MINIMUM CRITERIA FOR A PASS

- Carry out the command in the task correctly: Analyze
- Carry out the task correctly: **Provide a well-reasoned argument on the effectiveness of** different methods available to measure **the impacts of tourism on the environment; economy; and social fabrics of the society.**
- The work reflects the course learning objectives: (See the course content for the guiding areas of focus).
- Use the Four Paragraph Essay Structure (properly applied): Introduction; Findings; Discussion and Conclusion.
- Minimum: 600 Words.
- Minimum of Six (6) In-text Referencing.
- Draw examples and arguments from the case study: Botswana Planning Process
- Demonstrate writing abilities suitable to the level.
- Properly reference the work using Harvard Style Of Referencing

Evaluate means to: Make a qualitative judgement taking into account different factors and using available knowledge/experience/evidence.

COURSE CONTENT:

- Methods of measuring tourism impact eg Cambridge Economic Impact Model (STEAM), Environmental Impact Studies, and Pro Poor Tourism.