



## UNIVERSITI TEKNOLOGI MARA

### BTP211: RECREATION AND TOURISM PLANNING

<b>Course Name (English)</b>	RECREATION AND TOURISM PLANNING <b>APPROVED</b>
<b>Course Code</b>	BTP211
<b>MQF Credit</b>	2
<b>Course Description</b>	This subject provides fundamental awareness and understanding of recreational and tourism planning and its relevancy towards overall development. Students are exposed with theories, trends and issues, methods, techniques and processes as an effort to achieve effective planning.
<b>Transferable Skills</b>	1. Demonstrate ability to communicate clearly and confidently, and listen critically. 2. Demonstrate ability to socialize with people from different walks of life
<b>Teaching Methodologies</b>	Lectures, Field Trip
<b>CLO</b>	CLO1 Ability to comprehend the history, theories, definitions, and principles involved. CLO2 Ability to apply and illustrate the various types, level and process involved in recreation and tourism planning. CLO3 Ability to comprehend the effects of tourism and recreational area development. CLO4 Ability to comprehend the needs to manage tourism and recreational areas.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Recreational Area Design</b> 1.1) Recreation planning theory and principles 1.2) Classification of recreational areas - open space, man made and natural Recreational. 1.3) Hierarch and functions - neighborhood, local, state, regional and national.	
<b>2. Design Process and Criteria</b> 2.1) Recreation - environment and site planning 2.2) Planning strategies for natural resource recreation settings; 2.3) Evaluation of actual recreational sites for land-use planning.	
<b>3. Tourism Planning</b> 3.1) Introduction of tourism development, principles, study approaches and the importance of this area.	
<b>4. Tourism Development</b> 4.1) Tourism supply, demand and economics 4.2) Measuring and forecasting demand 4.3) Tourism analysis of spatial variation in tourism 4.4) Tourism planning, development and social considerations	
<b>5. Recreation and Tourism Planning.</b> 5.1) Interrelationship between recreation and tourism. 5.2) Guidelines 5.3) Strategic planning process	
<b>6. Travelling Pattern</b> 6.1) Introduction of travelling patterns, principles, and the importance of this topic	
<b>7. Impact of Tourism Industry</b> 7.1) The impact of tourism to the socio economy of a community.	
<b>8. Process in implementation</b> 8.1) The implimentation process and stakeholder participation	

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assessment	40%	CLO1 , CLO2 , CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Alberto Sassa 1983, <i>Elements of Tourism Economics</i>, Ed., , Catal, Rome [ISBN: ]</li> <li>• Edward Inskip 1996, <i>Perancangan Pelancongan, Pendekatan Pembangunan</i>, Ed., , Bersepadu dan Berkekalan, Dewan Bahasa dan Pu [ISBN: ]</li> <li>• Meyer, Brightbill, Sessoms 1979, <i>Community Recreation : A Guide to its Organisations</i>, Ed., , Prentice Hall, Inc., Englewood Cliffs, New Yo [ISBN: ]</li> <li>• National Recreation and Park Association 1983, <i>Recreation, Park and open Space Standards and</i>, Ed., , Ashburn, VA: author [ISBN: ]</li> <li>• Van Nostrand Reinhold 1991, <i>Tourism Planning : An Integrated and Sustainable Development Approach</i>, Congress Catalog, New Y [ISBN: ]</li> <li>• John Lea 1988, <i>Tourism and Development in the Third World</i>, Ed., , Chapman and Hall, New York [ISBN: ]</li> <li>• Clare A. Gunn, Turgut Var 2003, <i>Tourism Planning: Basics, Concepts, Cases</i>, Routledge UK</li> <li>• Peter Mason 2003, <i>Tourism Impacts, Planning and Management</i>, Butterworth-Heinemann Burlington MA</li> <li>• Ed. Rhonda Phillips, Sherma Roberts 2013, <i>Tourism, Planning, and Community Development</i>, Routledge UK</li> <li>• Stephen Page, Joanne Connell 2006, <i>Tourism: A Modern Synthesis</i>, Cengage Learning EMEA, UK</li> <li>• David Newsome Susan A. Moore Ross Kingston Dowling 2002, <i>Natural Area Tourism: Ecology, Impacts</i>, Channel View Publications UK</li> <li>• Edited by Dimitrios Buhalis, Simon Darcy 2011, <i>Accessible Tourism: Concepts and Issues</i>, Channel View Publications UK</li> <li>• Milena Ivanovic, <i>Cultural Tourism</i>, 2008 Ed., Juta &amp; Co. South Africa</li> <li>• John Swarbrooke, Susan Horner 2001, <i>Business Travel and Tourism</i>, Butterworth-Heinemann UK</li> </ul>

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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