



UNIVERSITI TEKNOLOGI MARA

PMG656: RURAL TOURISM PLANNING AND MANAGEMENT

Course Name (English)	RURAL TOURISM PLANNING AND MANAGEMENT APPROVED
Course Code	PMG656
MQF Credit	3
Course Description	This course aims to provide a comprehensive framework of planning and management for rural, community-driven planning and rural landscape protection. This course examines the impact and effectiveness of these approaches, their integration and practical value, drawing on a range of relevant case studies. This is to equip the students with a presentation that provides a review and analysis of the pressures on the countryside. It also provides the policies for the future and the keys to successful implementation and management of the countryside.
Transferable Skills	Demonstrate maturity of thoughts when responding to multiple inputs and contents.
Teaching Methodologies	Lectures, Field Trip, Tutorial
CLO	<p>CLO1 Assess the importance of rural resources for sustainable rural tourism development.</p> <p>CLO2 Demonstrate the role of manager in rural tourism planning and management through interaction with various stakeholders.</p> <p>CLO3 Evaluate issues and challenges associated with planning and management of rural tourism destination.</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. Topic 1 - Understanding rural tourism</p> <p>1.1) Defining rural tourism 1.2) The historical development of rural tourism 1.3) Concepts and principles in rural tourism 1.4) Rural tourism development in Malaysia</p>	
<p>2. Topic 2 - The countryside: a resource for tourism</p> <p>2.1) The multi-purpose resource of countryside 2.2) Tourism, agriculture and rural development policy 2.3) National Rural Tourism Plan 2000 2.4) Rural tourism development: the benefits and costs</p>	
<p>3. Topic 3 - The demand and supply for rural tourism</p> <p>3.1) Rural tourism: measurement criteria 3.2) Demand factors and motivation factors 3.3) Creating tourism products 3.4) Destination competitiveness 3.5) The supply of rural tourism: public and private sector</p>	
<p>4. Topic 4 - Marketing the countryside for tourism</p> <p>4.1) Marketing concept for rural tourism destination 4.2) Problems of marketing rural tourism 4.3) Marketing rural tourism: a structured approach 4.4) The nature of entrepreneurship in rural tourism</p>	
<p>5. Topic 5 - Planning and managing rural tourism</p> <p>5.1) The need for planning and management 5.2) The planning and management process 5.3) Contemporary issues in rural tourism planning and management</p>	

6. Topic 6 - Rural tourism in the context of sustainable development

6.1) Concept of sustainability in rural tourism

6.2) Community-based rural tourism (CBRT)

6.3) Partnership approach

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Journal/Article Critique	Article analysis	10%	CLO1
	Presentation	Present the findings	10%	CLO2
	Test	Critical thinking - selected topics	10%	CLO1
	Written Report	Produce a report related to rural tourism planning and management through interaction with various stakeholders.	10%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • Richard Sharpley, Julia Sharpley 1997, <i>Rural Tourism</i>, Thomson Learning [ISBN: 0415140102] • Lesley Roberts, Derek Hall 2001, <i>Rural Tourism and Recreation</i>, Lantern Books [ISBN: 0851995403] • Derek R. Hall, Lesley Roberts, Morag Mitchell 2003, <i>New Directions in Rural Tourism</i>, Ashgate Publishing, Ltd. [ISBN: 9780754636335]
	Reference Book Resources	<ul style="list-style-type: none"> • Derek R. Hall, Irene Kirkpatrick, Morag Mitchell 2005, <i>Rural Tourism and Sustainable Business</i>, Channel View Publications [ISBN: 9781845410117] • John Tribe 2000, <i>Environmental management for rural tourism and recreation</i>, Thomson Learning [ISBN: 9780304706938] • Kevin Bishop, Adrian Phillips 2012, <i>Countryside Planning</i>, Earthscan [ISBN: 9781849770910] • Mr Peter Bromley, Peter Bromley 2014, <i>Countryside Recreation</i>, Taylor & Francis [ISBN: 9781136738562] • Edward Inskeep 1991, <i>Tourism Planning</i>, CRC Press [ISBN: 9780442001223]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	