



## UNIVERSITI TEKNOLOGI MARA

### SMG603: TOURISM PLANNING MANAGEMENT

<b>Course Name (English)</b>	TOURISM PLANNING MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	SMG603
<b>MQF Credit</b>	3
<b>Course Description</b>	This course aims to familiarize students with the planning, operations and marketing tourism activity. It provides holistic and rigorous examination of the key issues of tourism development. It will address the nature of tourism and tourists' awareness of the economic, social and environmental issues that can result from their activity and also managing tourism research survey as part of the process.
<b>Transferable Skills</b>	communication team work managemnt analytical critical thinking
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Tutorial, Presentation
<b>CLO</b>	CLO1 identify the overall concept of tourism management, the tourism system and destination CLO2 demonstrate a working knowledge of the range of the management and marketing functions which are integral to the successful operation of a specific tourist attraction CLO3 analyze the inter-related nature of destination, socio-cultural, economic and natural environments in which tourism operate
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Tourism Management</b> 1.1) 1.1. The phenomenon of tourism 1.2) 1.2. The tourism system 1.3) 1.3. The evolution and growth of tourism 1.4) 1.4. Pull factors influencing a destination	
<b>2. The Tourism Product</b> 2.1) 2.1. Tourist attraction 2.2) 2.2. The tourism industry	
<b>3. 3. Tourist Markets</b> 3.1) 3.1. Tourist market trends 3.2) 3.2. Tourist market segmentation	
<b>4. 4. Tourism Marketing</b> 4.1) 4.1. The nature of marketing 4.2) 4.2. Services marketing 4.3) 4.3. Managing supply and demand 4.4) 4.4. Marketing mix	
<b>5. 5. Impacts of Tourism</b> 5.1) 5.1. Economic impacts 5.2) 5.2. Socio-cultural impacts 5.3) 5.3. Environmental impacts	
<b>6. 6. Destination Development</b> 6.1) 6.1. Destination lifecycle 6.2) 6.2. Sustainable	

**7. 7. Understanding Tourism Planning**

7.1) 7.1. Background of tourism planning

7.2) 7.2. Approach to tourism planning

**8. 8. Community Level of Tourism Planning**

8.1) 8.1. Planning tourist resort

8.2) 8.2. Planning urban and others forms of tourism

8.3) 8.3. Planning tourist attractions

**9. 9. Managing tourism survey**

9.1) Types of survey

9.2) interpret data

9.3) conclusion

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	online assignment	30%	CLO1
	Assignment	group assignment	30%	CLO2

Reading List	Recommended Text
	<ul style="list-style-type: none"> <li>• Cook, R., Yale. L &amp; Marqua, J.3rd ed. Pearson Education Ltd. England 2014, <i>Tourism the Business of Travel</i>,</li> <li>• Dredge, D. &amp; Jenkins, J. John Wiley &amp; Sons: Australia. 2007, <i>Tourism Planning and Policy</i>.</li> <li>• Hall, Michael, C.,. 2001, <i>Tourism Planning: Policies, Processes and Relationships</i></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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