

REM 652-5 COMMUNITY TOURISM PLANNING AND DEVELOPMENT

January, 2016

Tuesdays 4:30 -8:20 pm

SFU Harbour Centre, (Downtown)

Phone number: 604-980-2900

Office number: RCB 7224

Course Details

This course seeks to critically examine tourism as a component of community development strategies. Social, economic, cultural and environmental dimensions are explored. Domestic and international examples are used to investigate techniques for optimizing community tourism resources. The underlying goal is to consider how communities can achieve appropriate and sustainable tourism developments.

Themes to be addressed include: Community Tourism Planning in Canada; Planning for Sustainability in Community Tourism Planning; Strategic Planning and Visioning; Stakeholder Analysis and Collaborative Decision-making; Monitoring and Managing Environmental Change; Community Tourism and the Politics of Place; Growth Management Approaches; Marketing Community Tourism

Within these more generic topics, discussion and case studies drawn from a range of issues (to be determined by class composition and interest) will be discussed. These topics might include issues such as: Parks and conservation; Aboriginal tourism; Ecotourism; International Community-based tourism; Second homes; Transportation; Affordable housing.

Course-Level Educational Goals

The course aims to:

- a) create an awareness of the nature and scope of tourism planning and development issues confronting communities;
- b) explore methodologies for assessing and developing and managing community tourism resources;
- c) discuss policy guidelines for creating appropriate tourism at a local community level

Grading Scale

There are 2 graded assignments in the course and a participation grade. All assignments will be judged according to content, organization and quality of presentation.

1. Seminar Presentation (40%)

Each student will be responsible for preparing and leading a 1 ½ hour workshop on a selected topic relating to the course outline. The student will prepare a reading list and topic summary for presentation to the class **one week prior to the seminar discussion**. The objective is to encourage discussion of planning, policy or methodology concerning community tourism development.

2. Research Paper (50%)

The research paper involves original work on a subject related to the course content. Both primary and secondary data sources may be employed. There is scope to address a broad array of individual student's interests- often related to their graduate research interests. Due date March 22nd.

The paper should be of a quality, style, and format suited to a publishable paper. The topic, methodology and preliminary bibliography for the paper must be submitted for approval no later than February 23rd. Submission of paper March 22nd

3. Participation (10%)

It is expected that all students will read the assigned readings and fully engage in seminars discussion.

4. Optional field trip (not graded)

There will be an optional field trip organized to Tofino and Ucluelet on a weekend in March (date to be determined). Students who choose to attend will be required to cover their own expenses of around \$150.

Required Textbooks

There is no required textbook. All required readings will be available either on-line as articles in SFU e-journals