

Unit 14 – Economics for Tourism Development and Planning (THM2005)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Characterize the concept of economic growth and its positive and negative impacts on a community
- b) Recognize the various concepts and approaches to tourism planning,
- c) Identify development and design standards.
- d) Recognize the institutional elements that are crucial in tourism development and plan implementation,
- e) Review environmental and cultural conservation with the need to achieve economic goals, when discussing tourism development.

Knowledge – at the end of the module/unit the learner will have been exposed to the following:

- a) An awareness of the historical and contemporary developments in tourism,
- b) An appreciation of the importance of environmental and socio-economic considerations in the planning process,
- c) An appreciation of the significance of sustainable development,
- d) An understanding of the process, principles and techniques of tourism planning,
- e) An understanding of the various elements that elements that comprise planning analysis, tourism policy and plan formulation

Skills – at the end of the module/unit the learner will have mastered the following skills:

Applying knowledge and understanding

The learner will be able to:

1. Demonstrate a knowledge of the various tourism planning and development theories and models, and how these have been applied in various destinations.
2. Interpret factors affecting the relative success of past national and local tourism plans.
3. Apply the principles and techniques of local, regional and national plans.
4. Compute tourism planning strategies appropriate to changing external environment demands.
5. Perform a planning process in the light of an integrated system approach

Judgment Skills and Critical Abilities

The learner will be able to:

- a) Appraise socio-economic data related to tourism;
- b) Evaluate the significance of tourism's contribution to a country's socio-economic development;
- c) Evaluate the sustainability of tourism development as a means of enhancing the socio-economic development of society at large.
- d) Critically assess the advantages and difficulties associated with various forms of tourism development in relation to the destination (i.e. Economy, environment and host population).
- e) Critically assess the ideologies concerning sustainable development.