

**Group: IMTH Degree: Master Course: Hospitality and Tourism Policy and Development**

- 1. Credits: 3**
- 2. Grade & Semester: First year, second semester**
- 3. Prerequisites: N/A**
- 4. Course objectives:**

This course draws on theoretical tourism concepts to build student's understanding of tourism policy and planning at the national, state, local and enterprise level as well as the relationship between the public and private sectors and how to manage that relationship. This course further encourages students to develop high level skills in policy and planning, complementing other core courses in the Master program. The specific aims of the course are to explore key concepts in tourism policy and planning from a social, ethical and global perspective, demonstrate the application of tourism policy and planning to achieve sustainable tourism management and best practice. This will be achieved through the use of tourism cases analyzing tourism policy and planning challenges and develop feasible and thoughtful recommendations and action points.

- 5. Course description/outline:**

This course introduces students to the key concepts associated with tourism policy and planning and the practical experience of analysis in, and application to, contemporary case studies. The course further examines contemporary global tourism issues from the perspectives of the private and public sector and integrates the knowledge developed in the fundamentals of tourism, tourism law/economics of tourism and destination marketing into a course that uses government policy and planning as the conceptual framework. Furthermore, the course examines the importance of tourism policy and planning in terms of sustainable tourism development, addressing the central role of tourism public policy development and analyzing a range of critical factors such as carrying capacity, yield management and risk management.