

APPLICATION FOR NEW COURSE

1. Submitted by the College of Agriculture Date: 2/26/2007

Department/Division proposing course: Nutrition and Food Science

2. Proposed designation and Bulletin description of this course:

a. Prefix and Number HMT 360

b. Title Tourism Planning and Development

*If title is longer than 24 characters, write a sensible title (24 characters or less) for use on transcripts:

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c. Courses must be described by at least one of the categories below. Include the number of actual contact hours per week for each category, as applicable.

- () CLINICAL () COLLOQUIUM () DISCUSSION () LABORATORY (3) LECTURE () INDEPEND. STUDY () PRACTICUM () RECITATION () RESEARCH () RESIDENCY () SEMINAR () STUDIO () OTHER - Please explain:

d. Please choose a grading system: [X] Letter (A, B, C, etc.) [] Pass/Fail

e. Number of credit hours: 3

f. Is this course repeatable? YES [] NO [X] If YES, maximum number of credit hours:

g. Course description:

This course is designed to provide students with a thorough overview of tourism planning at the local, regional national and international levels. It provides a variety of practical planning theories, procedures and guidelines to meet the diverse needs of travelers, destination communities, tourism and hospitality organizations, public, non-governmental organizations, and the private sector. The course will concentrate on developing student's competencies in the basic techniques of planning and developing sustainable tourism plans as well as procedures and guidelines to enable students to understand the the tourism planning process and general surveys; tourist markets, facilities, services and infrastructure; planning analysis and policy formulation; development of design standards; environmental and socioeconomic considerations in tourism planning and tourism plan implementation.

h. Prerequisite(s), if any:

HMT 120, HMT 210, HMT 270, MKT 300 and MGT 301 or consent of instructor.

i. Will this course be offered through Distance Learning? YES [] NO [X]

If YES, please circle one of the methods below that reflects how the majority of the course content will be delivered:

- Internet/Web-based Interactive video Extended campus Kentucky Educational Television (KET/teleweb) Other

Please describe "Other":

3. Teaching method: [X] N/A or [] Community-Based Experience [] Service Learning Component [] Both

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4. To be cross-listed as: NA / _____
Prefix and Number Signature of chair of cross-listing department

5. Requested effective date (term/year): Spring 2008 / _____

6. Course to be offered (please check all that apply): Fall Spring Summer

7. Will the course be offered every year? YES NO

If NO, please explain: _____

8. Why is this course needed?
Tourism is becoming one of the most important social and economic activities in today's world. Recognition is gradually being given to the urgency of developing tourism in an integrated manner that sustains its resources for perpetual use and help conserve an area's natural and cultural heritage. This course is designed to fill a need in providing planning approaches and guidelines for the integrated and sustainable deveolopment of tourism.

9. a. By whom will the course be taught? Dr. Desmond O. Brown

b. Are facilities for teaching the course now available? YES NO

If NO, what plans have been made for providing them?

10. What yearly enrollment may be reasonably anticipated?

40

11. a. Will this course serve students primarily within the department? Yes No

b. Will it be of interest to a significant number of students outside the department? YES NO

If YES, please explain.

12. Will the course serve as a University Studies Program course[†]? YES NO

If YES, under what Area? _____

[†]AS OF SPRING 2007, THERE IS A MORATORIUM ON APPROVAL OF NEW COURSES FOR USP.

13. Check the category most applicable to this course:

traditional – offered in corresponding departments at universities elsewhere

relatively new – now being widely established

not yet to be found in many (or any) other universities

14. Is this course applicable to the requirements for at least one degree or certificate at UK? Yes No

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15. Is this course part of a proposed new program? YES NO

If YES, please name: _____

16. Will adding this course change the degree requirements for ANY program on campus? YES NO

If YES[‡], list below the programs that will require this course:

[‡]In order to change the program(s), a program change form(s) must also be submitted.

17. The major teaching objectives of the proposed course, syllabus and/or reference list to be used are attached.

18. Check box if course is 400G- or 500-level. If the course is 400G- or 500-level, you must include a syllabus showing differentiation for undergraduate course is _____ and graduate students by (i) requiring additional assignments by the graduate students; and/or (ii) the 400G or 500. establishment of different grading criteria in the course for graduate students. (See SR 3.1.4)

19. Within the department, who should be contacted for further information about the proposed new course?

Name: Dr. Desmond O. Brown Phone: 7-3829 Email: omotayo@email.uky.edu

20. Signatures to report approvals:
 SEE ATTACHEMENT FOR
 SIGNATURES

DATE of Approval by Department Faculty	/	Reported by Department Chair
<u>12/6/07</u>	/	Michael Muller
DATE of Approval by College Faculty	/	Reported by College Dean
<u>3/18/08</u>	/	S. Gill
* DATE of Approval by Undergraduate Council	/	Reported by Undergraduate Council Chair
* DATE of Approval by Graduate Council	/	Reported by Graduate Council Chair
* DATE of Approval by Health Care Colleges Council (HCCC)	/	Reported by Health Care Colleges Council Chair
* DATE of Approval by Senate Council	/	Reported by Office of the Senate Council
* DATE of Approval by University Senate	/	Reported by Office of the Senate Council

*If applicable, as provided by the *University Senate Rules*. (<http://www.uky.edu/USC/New/RulesandRegulationsMain.htm>)

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Signatures of Approval:

Danuta Krugarska
Department Chair

3/7/07
Date

Dean of the College

Date

Date of Notice to the Faculty

*Undergraduate Council

Date

*University Studies

Date

*Graduate Council

Date

*Academic Council for the Medical Center

Date

*Senate Council (Chair)

Date of Notice to University Senate

*If applicable, as provided by the Rules of the University Senate

ACTION OTHER THAN APPROVAL

**HMT 360 – Fall Semester
Tourism Planning & Development**

Instructor: Dr. Desmond O. Brown
Office: Room 210A Erikson Hall
Phone: (859) 257-3829
Email Address: omotayo@uky.edu
Meeting Times: Wednesdays: 3 – 5:50 pm (Erikson 308)
Office Hours: Mondays & Wednesdays, 10:00 a.m. to 12:00 Noon;
Tuesdays & Thursdays, 10:00 a.m. to 1 p.m. (or by
appointment)

Course Description:

This course is designed to provide students with a thorough overview of tourism planning at the local, regional national and international levels. It provides a variety of practical planning theories, procedures and guidelines to meet the diverse needs of travelers, destination communities, tourism and hospitality organizations, public, non-governmental organizations, and the private sector. The course will concentrate on developing student's competencies in the basic techniques of planning and developing sustainable tourism plans as well as procedures and guidelines to enable students to understand the the tourism planning process and general surveys; tourist markets, facilities, services and infrastructure; planning analysis and policy formulation; development of design standards; environmental and socioeconomic considerations in tourism planning and tourism plan implementation.

Prerequisites: HMT 120, HMT 210, HMT 270, MKT 300 and MGT 301 or consent of instructor.

Course Objectives: The principal course objective is to provide a framework for linking sound multidisciplinary tourism planning activities with contemporary issues and policy concerns. Students will spend considerable time in evaluating major contemporary and emerging issues, identifying policy concerns, and using case studies to comprehend, design, and review planning approaches. Specifically, the course will direct students towards applying planning approaches to both hypothetical scenarios and practical (actual) situations in order to demonstrate their knowledge of planning principles for sustainable tourism development.

Required Text:

Gunn, Clare A., Turgut Var. Tourism Planning: Basics, Concepts & Cases. 4th Edition. Routledge, New York

Supplemental Material: Relevant information and case studies from a variety of sources and disciplines may be used to supplement course content. Additionally,

materials from journals and other sources may also be assigned to facilitate students' understanding of the course content as well as preparation for class discussion and activities.

COURSE COMPETENCIES/OUTCOMES:

Upon completion of the course, students should be able to:

- **Identify** the critical social, economic and environmental factors that need to be considered in the tourism planning process as well as the principles, processes and techniques for preparing local, regional and national tourism plans.
- **Research** and write about key issues and trends affecting the global hotel & tourism industry from the research perspective.
- **Understand** the general background and basic approaches to tourism planning and the socio-economic and political context for successful tourism planning and development
- **Evaluate** the institutional elements to be addressed in tourism planning; become familiar with industry periodicals, and use them in the understanding of practical tourism management decisions and techniques in a global tourism environment
- **Analyze** and research various destination markets and results from various tourism planning and development projects
- **Apply** the results of the literature and past project research to a semester project on tourism planning

ASSESSMENT

Students will be assessed in three main ways:

1. Class Participation and Test Development
2. Examinations (4 mini exams, a midterm and a final exam)
3. Group project/presentation

1. Class participation

You are expected to actively participate in all exercises, activities and class discussions. Your overall participation will comprise 10% of your grade and will be evaluated using the following criteria:

Criteria

1. Class preparedness- attendance, on time for class, assignments complete.
2. Willingness to contribute to class discussion and activities.
3. Work submitted is on time, complete and of consistent high quality.
4. Eagerness to promote a congenial and supportive classroom environment

Examinations & Quizzes

There will be a midterm and a final exam. The questions for these exams will be an accumulation from the quizzes and other questions developed by the instructor. The general breakdown of testing for the class is as follows:

Mini Exam 1 = 10%
Mini Exam 2 = 10%
Mini Exam 3 = 10%
Mini Exam 4 = 10%
Midterm Exam = 15%
Group Project = 25%
Final Exam = 20%

ATTENDANCE

Since this class is designed to enhance interactions with other class members, you **MUST** attend class regularly, participate in discussions and perform as a responsive audience during class. Unexcused absences have the potential of affecting your grade.

NO MAKE-UP WORK is available for unexcused absences, homework assignments, in-class exercises, quizzes or exams, unless **PRIOR** arrangements are approved by me ahead of time.

Academic Integrity

The University of Kentucky does not tolerate dishonesty in any form. Please read, understand and adhere to section VI of the Student Rights and Responsibilities document located on the University of Kentucky website: www.uky.edu/StudentAffairs/Code/.

Group Project to follow later in the semester.

NOTE: ****

1. All assignments must be turned **in class** on the due date. Assignments will not be accepted in professor's mailbox.

Grading Scale:

A	90-100
B	80-89
C	70-79
D	60-69
E/F	59 and below