### Subject Overview
This subject covers the nature, structure and design of tourism planning processes. The subject provides students with the skills and knowledge to convert policy agenda, strategic goals and objectives into a clear, logical and appropriate planning outcome. Students will examine a range of tourism planning proposals, case studies and real-life projects and will work on their own tourism projects based on what they have learnt from previous related tourism subjects.

### Learning Outcomes
- Evaluate the core fundamentals of quality tourism planning objectives as a determinant of positive planning outcomes
- Critique the key theoretical and philosophical approaches to interpreting planning for tourism
- Identify and appraise the essential tourism planning principles that underpin both public and private strategic approaches
- Design a unique tourism planning strategy based on sound and informed analysis of available industry data
- Communicate to others the purpose, value and implications of a tourism project

### Assessments

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
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</thead>
<tbody>
<tr>
<td>Individual concept review</td>
<td>10%</td>
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<tr>
<td>Portfolio</td>
<td>60%</td>
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<tr>
<td>Examination</td>
<td>30%</td>
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### Graduate Attributes addressed in this subject
- Preparedness
- Ethical and social understanding
- Systematic and coherent body of knowledge
- Communication skills