Module Descriptor

Title	Tourism Planning And Policy		
Session	2026/27	**Status**	
Code	TOUR10017	**SCQF Level**	10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Masood Khodadadi		

Summary of Module

The growth of global tourism is very much dependent on effective policy and strategic planning. Informed tourism policy and planning is born of creative, strategic and resourceful individuals and agencies.

Governments, the private sector, international organisations, academic institutions, and non-for-profit agencies play an important role in developing sustainable tourism policies that transcend the economic benefits and embrace the environmental and cultural interests as well. This module aims to develop; strong research, analytical and technical skills, appreciation of theoretical frameworks, concepts, methods and approaches required for successful tourism planning/policy.

Develop critical understanding of the relationship between tourism and government policy

Gain critical understanding of the impact of national and international organisations on tourism planning and policy

Develop critical understanding of contemporary tourism policy issues

Module Delivery Method	**On-Campus[1]** ☒	**Hybrid[2]** ☐	**Online[3]** ☐	**Work -Based Learning[4]** ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London	☐ Online / Distance Learning	

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

			☒ Paisley		☐ Other (specify)	
Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Evaluate the relationship between tourism and government policy in a range of different contexts
L2	Critically appraise the impact of national/international organisations on tourism planning and development
L3	Critically evaluate contemporary tourism policy issues
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** Demonstrate a critical understanding of the role and development of tourism planning and policy. Demonstrate critical understanding of the contemporary policy issues
Practice: Applied Knowledge and Understanding	**SCQF 10** Investigate the impacts of a range of factors in developing sustainable tourism policy/planning. Identify the implications of these issues and recommending propositions for the future.
Generic Cognitive skills	**SCQF 10** Critically evaluate and synthesise ideas, concepts, information and issues, drawing on a range of sources in coming to particular conclusions regarding international tourism planning and policy.
Communication, ICT and Numeracy Skills	**SCQF 10** Communicate effectively and appropriately in speech and writing. Interpret complex primary materials and make effective use of information technology applications to present documents in an appropriate form
Autonomy, Accountability and Working with Others	**SCQF 10** Work with others to prepare research information associated with the analysis of tourism policy/planning. Work both individually and in groups in practical tutorial based activities

Prerequisites	**Module Code**	**Module Title**
	Other	

Co-requisites	Module Code	Module Title

Learning and Teaching
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	12
Independent Study	128
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Butler, R. and Suntikul, W. (2017). Tourism and Political Change (2nd edition), Goodfellow Publishers. Edgell, D. L. Swanson, J. R. (2019). Tourism Policy and Planning. Routledge: Oxon. Andriotis, K., Stylidis, D., & Weidenfeld, A. (Eds.). (2018). Tourism Policy and Planning Implementation: Issues and Challenges. Hall, C. M. (2007). Tourism Planning: Policies, Processes and Relationships. Pearson: Harlow.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:**

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Marketing, Innovation, Tourism Events**
Overall Assessment Results	☐ **Graded**
Module Eligible for Compensation	☐ ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Marketing, Innovation, Tourism & Events
Moderator	Sandro Carnicelli
External Examiner	A Miller
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Case Study **100%**
Assessment 2
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Case Study	☒	☒	☒	☐	☐	100	0

Component 2

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who