

**Southern Oregon University  
Graduate Council**

**Program Request to Offer Split-Level (400/500) Coursework**

Submit with proposed syllabus clearly delineating graduate/undergraduate expectations.

Program Business Chair Jeremy Carlton  
Course # 415/515 Course Title Tourism Policy and Planning

1. Describe the expectations for learning outcomes in the graduate-level component of this course as they relate to **analysis, critical thinking, synthesis, and/or evaluation**.

Upon successful completion of the course, students will be able to:

- Identify and describe factors influencing international and local tourism policy and relate the importance of these factors to sustainable tourism development, management, and planning
- Identify policies and planning strategies helping to generate sustainable benefits for tourism-dependent communities
- Analyze the role of destination management organizations (DMOs) in coordinating tourism planning and development as well as various tourism activities, including product development, marketing, sustainability, and quality.
- Interpret and determine ways for influencing tourism policy, particularly through advocacy coalitions, cooperations, and community engagement
- Learn about resources and tools used in conducting sustainable tourism assessments, land-use planning, project development, and monitoring and evaluation initiatives

2. Indicate ☐ and describe the activities/requirements that will be expected of graduate students in this class that are beyond or in place of activities/requirements of undergraduate students. Explain how each activity will provide opportunities to assess student development in the outcomes detailed above.

☐ Additional class or seminar session(s) required. Describe:

☐ Additional readings required. Describe:

☒ Additional written assignments required. Describe:

Graduate students will be required to complete an additional project focusing on evaluating an international tourism policy of their choice and its linkage to the sustainability of that destination. Example policies evaluated will include tourism tax laws, visa and travel restrictions, import/export restrictions, managing bodies (government structures/involvement), etc. The objective of the assignment is to broaden the learner's knowledge in terms of international tourism policies and critically evaluate how those policies affect the sustainability of tourism as an industry (at a local and global scale).

☒ Other activities/requirements. Describe:

Graduate students will be graded at a high level of rigor (see table below) and will be required to produce a deeper analysis of course content through formal research on class-required assignments. Students in the course will be required to complete a research-based term paper - selecting a destination and conducting a destination tourism resource audit. Then, based on those analysis

findings (and applying concepts and frameworks from the course), students will develop a sustainable tourism strategic plan (roadmap) for that destination, with a destination strategy, specific goals, and objectives, as well as actions related to each goal for sustainable tourism.

Graduate students will be required to write an additional Literature Review section, critically evaluating and synthesizing scientific literature on the topic of tourism planning and policy, using highly rated academic journals in the tourism industry, such as the Journal of Travel Research, Journal of Sustainable Tourism, and the Journal of Tourism Management. Graduate students will use a minimum of five peer-reviewed articles from tourism journals for the term paper (and a total of eight sources). Graduate students will also summarize their research methods. The focus of the project will be placed on research, critical evaluation, and analysis.

<b>Criteria</b>	<b>Undergraduate Student</b>	<b>Graduate Student</b>
<b>Length</b> Weekly Assignment  Term Report	Two pages double-spaced  Six to seven pages double-spaced	Four pages double-spaced  Nine to ten pages double-spaced
<b>Depth and Critical Thinking</b>	Provide summaries/opinions based on main theory/framework; Provide conclusions based on few sources; Some critical thinking applied	Synthesize literature based on many sources/knowledge banks (instead of only provided theory or framework); Provide objective conclusions supported by literature (multiple sources); Critical thinking required to draw conclusions from existing knowledge
<b>Sources</b> Weekly Assignment  Term Report	Two to three sources required for weekly assignments (link to previous point on depth); Five to six sources required for Term report  Peer-reviewed sources recommended	Four to five sources required for weekly assignments (link to previous point on depth);  Eight to ten sources required for Term report (five have to be peer-reviewed)  Peer-reviewed sources required
<b>Organization</b>	Main sections required – e.g. introduction, body, conclusion	Logical organization of additional sections – additional sections added as they fit; Sections connect logically and build on each other
<b>Language</b>	Objective language; Professional language; Clear sentence structure	Objective language; Professional language, including field terminology; Clear sentence structure and variety
<b>Citations</b>	APA style knowledge; Minor errors accepted for in-text citations and reference list	APA style mastery; No errors for in-text citations and reference list

