

COURSE DETAIL

TOURISM POLICY AND PLANNING

Country

Hong Kong

Host Institution

University of Hong Kong

Program(s)

University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Sociology Geography

UCEAP Course Number

124

UCEAP Course Suffix**UCEAP Official Title**

TOURISM POLICY AND PLANNING

UCEAP Transcript Title

TOURISM POLICY&PLAN

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course examines critical importance of tourism policy to the competitiveness and sustainability of a destination and relates tourism planning to policy making. The course outlines the structure, content and formation of tourism policy and the planning and management strategies articulated in the context of social, economic, political and environmental impacts of tourism.

Language(s) of Instruction

English

Host Institution Course Number

GEOG3304

Host Institution Course Title

TOURISM POLICY AND PLANNING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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