

UNIVERSITY OF WISCONSIN - MADISON  
Department of Urban and Regional Planning  
Old Music Hall, 925 Bascom Mall  
Madison, WI 53706

URPL 821  
Resources Policy Issues: Regional and National  
**Tourism Planning: Theory, Analysis, and Policy**  
Fall Semester, 2003

Instructor: Dave Marcouiller  
106 Old Music Hall  
262-2998; email: dwmarcou@wisc.edu

Class time and place: Mondays and Wednesdays, 9:30 - 10:45 a.m.  
Room 212, Old Music Hall

Office Hours:

Generally, I have an open door policy. However, given that I spend time in two offices, it is important to set the following as official URPL office hours when you can expect me to be found in 106 Old Music Hall.

Mondays: 11:00 - 12:00 noon  
Wednesdays: 11:00 - 12:00 noon

Course Objectives/Intent:

This interdisciplinary approach to domestic tourism and outdoor recreation planning will be presented from a community development perspective. Key elements of this approach focus on spatial/temporal characteristics, markets, society, institutions, and decision-making within which tourism development occurs. Upon completion of the course, students will be able to distinguish between and critically evaluate the provision of touristic resources (supply) and the human motivations for leisure (demand). Students will also develop a theoretically-based appreciation for policy analysis and contemporary tourism research.

Course Requirements:

The semester grade will be based upon four items. These include (1) four short writing assignments, (2) a term paper/class presentation (3) a final essay examination and (4) class participation.

I. Writing assignments (30 percent of final grade)

Given the importance of clear written communication to planning, students will be expected to write four short assignments on various tourism/recreation planning issues. Each assignment should be about two pages (500 - 600 words) in length. Memo due dates are listed in the course outline.

II. Term Paper and Class Presentation (35 percent of final grade):

Students are expected to write a 20 page (5,000 words) research paper on an approved topic related to tourism/recreation planning. The purpose of the paper is for the student to critically assess, synthesize and communicate a current tourism/recreation planning issue. A one-page abstract (roughly 250 words) that discusses the major theme and approach is due on October 6, 2003. Topic approval or modification will be made during the following class period. In addition, students will be required to make a 10 minute presentation of their paper to the class. Presentations will be made during the last week of class (December 8 & 10). The term paper is due December 8, 2003 (beginning of class) without exception.

III. Final essay examination (25 percent of final grade)

This exam will be comprehensive and scheduled by class consent to occur during finals week.

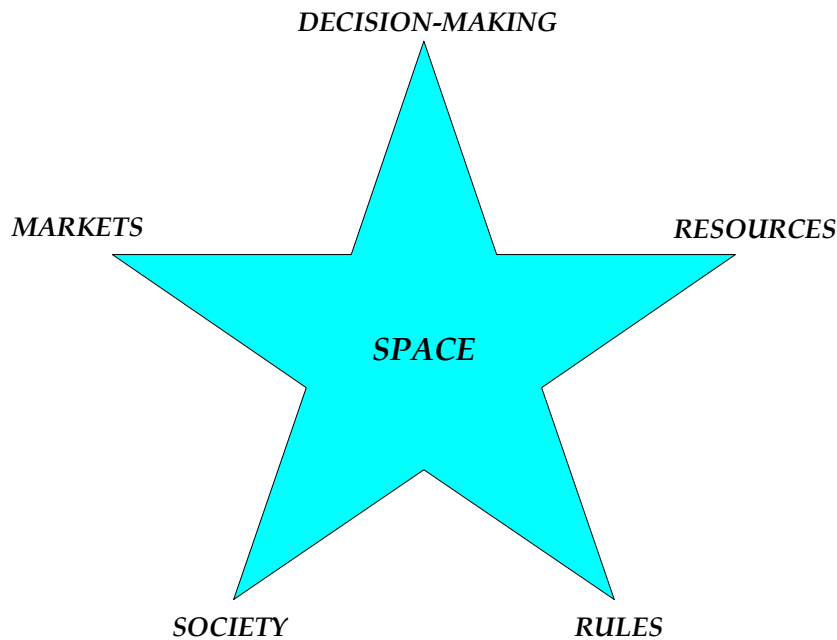
IV. Class Participation (10 percent of final grade)

Students are expected to contribute to class discussions.

### Course Organization

Section I: The problem --- tourism within a community development context (weeks 1 to 4)

Section II: The approach --- The Shaffer Star as outlined below (weeks 4 - 9)



Section III: Planning responses --- developing holistic and systemic policies and designs (weeks 10 - 13)

Section IV: Summary, conclusions, and student presentations (weeks 14 and 15)

### Required Readings

This course represents a reader-in-progress. You, as students, will be given a challenging but rewarding opportunity. I am involved in a book project entitled "Tourism and the development of rural communities: Balancing amenities, resources, and people" (to be published in 2004). The course is arranged to flow in a similar fashion to how I've organized the book. Unfortunately, this is still being written so I do not have a formal assigned textbook. Our reader, however, will contain the leading writings in this particular theme. Your challenge is to assist me by flushing out alternative planning perspectives and presenting a critique of the content, flow, and presentation of material.

The reader is available for purchase in the Law School copy center. Ask for the URPL 821 reader.

# Course Outline and Reading List

Week 1; September 3, 2003

## **Introduction to the course**

Focus, context, and scope of course material

### Assignment #1:

Watch the video entitled "Sunshine State" by John Sayles (2002). Note: You'll find this video in your local rental outlet. If you're a cheapskate like me, you'll appreciate the fact that I have two copies of this for your use and am happy to act as gratis borrower. Please return promptly so other cheapskates can use it (oh yes, and please be kind - rewind).

Once you've watched the video, please write me a 2 page memorandum (500 to 600 words) that includes responses to the following:

1. who were the key stakeholder groups portrayed in the film?
2. how would you characterize the motivations of these key stakeholder groups?
3. what power differentials were exerted in the story?
4. can you make parallels with current tourism planning issues in the Lake States?

Due September 10.

## **Section I: The Problem**

Week 2; September 8, 10 ..... (assignment #1 - due September 10)

### **The development dilemma**

Introduction to the topic

- uniqueness of smaller communities
- transitions in the development of smaller communities
- the comparative advantage of smaller communities: land and amenities
- cultural and historic resources
- changing urban, suburban, and exurban landscapes

Tourism within a community development context

Tourism and the theory of an export base

Analytical aspects of defining an export base

Regional boosterism as tourism policy and a critique of tourism as a development strategy

Readings:

Johnson, Kenneth M., and Calvin L. Beale. 1998. The rural rebound. Wilson Quarterly 22, 2: 16-27.

Power, Thomas Michael. 1996. Marketing the landscape: Tourism and the local economy (Chapter 10, pp. 213-234). Lost Landscapes and Failed Economies. Washington, D.C.: Island Press.

Marcouiller, D.W. and G.P. Green. 2000. Outdoor recreation and community development: Perspectives from the social sciences. Chapter 2 in: Machlis, G.E., D. Field, and W.H. Gardiner. (eds.) National Parks and Rural Development. Island Press, Washington, D.C. Pages 33-49.

Week 3; September 15, 17

**Tourism and the use of regions for leisure**

Historical development of tourism and outdoor recreation

The traditional approach to tourism planning

A context for integrative tourism planning

Planning theory, rational versus progressive approaches

Alternative philosophies and their respective analytical basis upon which we assess decisional just-ness

Boosterism as public tourism policy versus comprehensive assessment and purposive fiddling

Readings:

Towner, J. 1995. What is tourism's history? Tourism Management 16(5): 339-343.

Towner, J. 1994. Tourism history: Past, present and future. Chapter 75 in: Seaton, A.V. (ed.). Tourism: The State of the Art. Chichester, UK: John Wiley and Sons.

Hall, C. Peter. 2000. The changing context of tourism planning [Chapter 2, pp. 16-41]. Tourism Planning: Policies, Processes and Relationships. New York, NY: Prentice Hall.

Marcouiller, D.W. 1997. Toward integrative tourism planning in rural America. Journal of Planning Literature 11, 3: 337-357. [Note: this will be available on the web ... I'll announce its location in class]

Assignment #2:

Write me another 2 page (500 word) memorandum that describes the role of tourism within a developmental context. In your memo, try to explain to me how tourism fits within the normal day-to-day planning activities of a smaller local unit of government here in Wisconsin (or wherever else you have an attachment). Due September 29.

Week 4; September 22, 24

**A developmental context for understanding tourism**

The Shaffer star as a theoretical paradigm for approaching tourism

Alternative ways in which tourism is analyzed

Social, economic, environmental

Community development: Strategies and policy with respect to tourism

Guest lecture, September 24

Ron Shaffer, Professor Emeritus of Agric. & Applied Economics, UW - Madison/Extension

Readings:

Rothman, Hal K. 1998. Introduction [Chapter 1, pp. 10-28]. Devil's Bargains: Tourism in the Twentieth Century American West. Lawrence, KS: The University Press of Kansas.

Cohen, Jeffrey. 2001. Textile, tourism, and community development. Annals of Tourism Research. 28(2): 378-398.

Shaffer, R., S.C. Deller, and D.W. Marcouiller. 2003 (in-press). Defining community economic development [Chapter 1]. Community Economics: Linking Theory and Practice. Ames, IA: Iowa State University Press. [Note: this will be available on the web ... I'll announce its location in class]

## Section II: The Approach

Week 5; September 29, October 1 ..... (assignment #2 – due September 29)

### **Spatial and temporal components of tourism**

Touristic agglomeration across space

Regional comparative advantage in tourism

The resort life-cycle theory and location theory

Analyzing the spatial and temporal components of tourism

Public and private policies that affect the spatial and temporal components of tourism

Readings:

Butler, R.W. 1989. The concept of a tourist area cycle of evolution: Implications for management of resources. Canadian Geographer 26(1): 5-12.

Getz, D. 1992. Tourism planning and destination life cycle. Annals of Tourism Research 19(4): 752-770.

Lundtorp, Svend and Stephen Wanhill. 2001. The resort lifecycle theory: Generating processes and estimation. Annals of Tourism Research 28(4): 947-964.

Week 6; October 6, 8 ..... (term paper abstract DUE, October 6)

### **Markets for tourism**

The demand for tourism within the theory of a general circular economic flow

The theory of households and firms with respect to tourism

Differentiating tourism hosts from community guests (the tourism product vs. how tourism is produced)

Analyzing tourism demand; gravity models and revealed preference techniques

Differentiating demand policies from the policies of tourism supply

Readings:

Hall, C. Michael and Stephen J. Page. 1999. The demand for recreation and tourism [Chapter 2, pp. 30-87]. The Geography of Tourism and Recreation: Environment, Place and Space. London, UK: Routledge.

Week 7; October 13, 15

### **Traditional resources used in tourism**

A supply-side view of community tourism

The theory of factor markets (land, labor and capital) as a part of the general circular flow

Tourism and the use of traditional community resources

The analysis of tourism factor inputs (what it takes to produce tourism)

Policies that affect factor resources (land use, labor markets, provision of capital resources)

Readings:

Smith, Stephen L.J. 1998. Tourism as an industry: Debates and concepts. Chapter 3 (pp. 31-52) in Ioannides, D. and K. Debbage (eds). The Economic Geography of the Tourist Industry: A Supply-side Analysis. London, UK: Routledge.

Hudson, Ray and Alan Townsend. 1993. Tourism employment and policy choices for local government. Chapter 4 (pp. 49-68) in Johnson, P. and B. Thomas (eds.). Perspectives on Tourism Policy. London, UK: Mansell.

Marcouiller, D.W. 2003 (in-press). Economic values at the fringe: Land use and forestry in the wildland-urban interface. In: Vince, S. and M. Duryea (eds.) The Wildland-Urban Interface: Sustaining Forests in a Changing Landscape. New York, NY: Lewis Publishers/CRC Press. [Note: this will be available on the web ... I'll announce its location in class]

Week 8; October 20, 22

**Latent resources used in tourism**

Defining the characteristics of latent resources upon which tourism depends

The role of amenities in producing tourism

The role of locally provided public goods and services in producing tourism

Differentiating latent resources from the sites where recreation and leisure take place

Toward a more comprehensive theory of tourism supply

Analysis of non-market goods used in tourism

Policies that shift the incidence of generating revenue to those who demand non-market goods

Readings:

Green, Gary. 2001. Amenities and community economic development: Strategies for sustainability. Journal of Regional Analysis and Policy 31(2): 61-75. [Note: This reading will be made available on the web]

Marcouiller, D.W. 1998. Environmental resources as latent primary factors of production in tourism: The case of forest-based commercial recreation. Tourism Economics 4, 2: 131-145. [Note: this will be available on the web ... I'll announce its location in class]

Assignment #3:

Please write another 2 page memorandum. In this assignment, answer the following questions:

- Is tourism an industry?
- Why or why not?

If you say yes, make certain to address the diffuse nature of business demands and the latent aspects of production inputs. If you say no, please address the importance of standardized approaches that capture visitor activities. If you say maybe yes, maybe no, do some more thinking and pick one or the other. Due October 29.

Week 9; October 27, 29 ..... (assignment #3 due, October 29)

**Society and tourism**

The theory of hosts and guests

A broader view of stakeholders in the tourism development process

Winners and losers in tourism from a community development perspective

Alternative perspectives on community growth

Analyzing community attitudes and perceptions toward tourism

The distributional nature of policies that affect tourism

Readings:

Aramberri, Julio. 2001. The host should get lost: Paradigms in tourism theory. Annals of Tourism Research. 28(3): 738-761.

Richter, Linda K. 1995. Gender and race: Neglected variables in tourism research. Chapter 5 (pp. 71-91) in Butler, R. and D. Pearce: Change in Tourism: People, Places, and Processes. London, UK: Routledge.

Gursoy, D., C. Jurowski, and U. Muzaffer. 2002. Resident attitudes: A structure modeling approach. Annals of Tourism Research 29(1): 79-105.

Week 10; November 3, 5

### **Society and tourism**

Alternative perspectives of community development

The urban-rural divide and alternative perspectives on tourism

The role of government in the tourism development process

Alternative perspectives of latent resources used to support tourism

The theory of the growth machine --- does it apply?

Dependency theory

Land use conflict, alternatives, and power

Readings:

Weaver, D.B. and L.J. Lawton. 2001. Resident perceptions in the urban-rural fringe. Annals of Tourism Research. 28(2): 439-458.

Madrigal, R. 1995. Residents' perceptions and the role of government. Annals of Tourism Research, 22(1):86-102.

Harrill, Rich and Thomas D. Potts. 2003. Tourism planning in historic districts: Attitudes toward tourism development in Charleston. Journal of the American Planning Association 69(3): 233-244.

Green, G.P., D.W. Marcouiller, S.C. Deller, D.K. Erkkila, and N.R. Sumathi. 1996. Local dependency, land use attitudes, and economic development: Comparisons between seasonal and permanent residents. Rural Sociology: 61, 3: 427-445.

Week 11; November 10, 12

### **Decision-making with respect to tourism**

The "theory" of public tourism policy: Fordian versus New Age of Tourism paradigms

Alternative public roles in fostering tourism

Federal and state institutions that address tourism development

Local and regional institutions that address tourism

Rules and the legal framework of tourism

Alternative perspectives on power in the decision-making process

November 12; Guest lecture, Jeff Prey, Senior Planner, WDNR Bureau of Parks and Recreation

Readings:

Fayos-Solá, Eduardo. 1996. Tourism policy: A midsummer night's dream. Tourism Management 17(6): 405-412.

Shaffer, R., S.C. Deller, and D.W. Marcouiller. Institutions and society [Chapter 11]. Community Economics: Linking Theory and Practice. Ames, IA: Iowa State University Press. [Note: available on the web]

Hall, Colin Michael and John M. Jenkins. 1995. The study of institutional arrangements: Constructing the rules of the game [Chapter 2, pp. 18-32]. Tourism and Public Policy. London, UK: Routledge.

SCORP materials for Wisconsin. [Note, these will be made available on the web]

### Section III: Planning Responses

Week 12; November 17, 19

#### **Tourism planning**

Differentiating alternative tourism planning scales

Revisiting stakeholders and interest groups in the tourism planning and policy process

A comprehensive set of relevant planning issues:

- economic issues of tourism
- regional development issues of tourism
- social issues of tourism impact
- tourism and the environment

A framework for tourism planning

- tourism plan development and implementation: strategies

Readings:

Hall, Colin Michael and John M. Jenkins. 1995. The role of interest groups in the tourism policy process [Chapter 4, pp. 47-64]. Tourism and Public Policy. London, UK: Routledge.

Gartner, William C. 1996. Development planning revisited [Chapter 12, pp. 491-525]. Tourism Development: Principles, Processes, and Policies. New York, NY: International Thomson Publishing.

Guest lecture: Jim Holperin (Secretary), Sarah Klavas (Marketing Bureau Director), and Sue Hamilton (Research Associate), Wisconsin Department of Tourism [not yet confirmed]

Assignment #4

I'll announce this in-class

Week 13; November 24, 26 ..... (assignment #4 due, November 26)

#### **Maintenance and production of amenities -- the basis for tourism demand**

Land use and alternative perspectives of exurbanization (issues in rural land use)

Protecting open space and providing recreational opportunities

Scale issues in policy response

- local levels of tourism policy with respect to amenities
- state/provincial roles in amenity provision
- federal responses to amenity-based development and the production of amenities
- a global consensus?

Esparza, A. and J. Caruthers. 2000. Land use planning and exurbanization in the rural Mountain West. Journal of Planning Education and Research 20 (1): 23-36.

Getz, Donald and Tazim Jamal. 1994. The environment-community symbiosis: a case for collaborative tourism planning. Journal of Sustainable Tourism 2(3):152-173.

## Section IV: Summary and conclusions

Week 14; December 1, 3

### **Tourism and the upcoming rural renaissance**

Integrating tourism and recreation within the broader development context

A futurists crystal ball

- importance/role of economics at the interface (population centers as a driver of market activity)
- urban versus rural value structures
- supply of amenities versus the distribution of benefits
- role of technology in rural change

Agglomeration and the role of metropolitan areas in tourism development

- spillover effects on land values in the peri-urban realm
- tourism/recreation as a land use in rural regions

Economic tradeoffs to growth management and environmental conservation

- equity versus efficiency
- the balloon of amenity-led rural development
- managing amenity-led growth

The forefront of tourism and community development research: A future agenda

Readings:

McGranahan, David A. 1999. Natural Amenities Drive Rural Population Change. USDA ERS Report # 781, Washington, DC. [Note: This will be available on the web]

A vignette of recent and relevant articles from the August/September issue of Planning [Volume 69, (8)]

Olmstead gets his due (by Clair Enlow), pp. 4-9.

From ranchland to conservation community (by Susan Ernst Corser), pp. 26-31.

Two by two: A conservation community with a twist (by Jennifer Wolch), pp. 32-35.

Week 15; December 8, 10 --- Student presentations .....(term papers due, December 8)