

## Tourism Policy and Planning - Class Project

- **Objective:** Tourism planning and development of the country/region
  
- **Task:**
  - The countries selected do not have a well-developed economy, political institutions, and/or the tourism sector/industry is at its infancy.
  - Observe the existing political/economic situation, barriers, and policies. Some also face certain unique tourism conditions, others have specific geographical features.
  - Given the above, prepare the adequate region-specific tourism policy, and systematically plan the development of tourism in your country/region
  - Keep in mind that focus is the destination, not tourism product, although the latter can be used as a part of the program
  - The task includes the promotion of tourism in the region (by use of public or private means), in the selected locations of the country.
  - Final goal is to find the right policy that gives a boost to tourism in the region given the difficulties faced, which could itself be also used as an instrument for economic and political development.
  
- **Evaluation factors:**
  - Understanding of the problem at hand
  - Ability to face issues and come up with solutions
  - Innovativeness regarding the promotion of tourism in the region
  - Feasibility of the project
  - Group presentation of the individual projects
  
- **Initial tools:**
  - Choose one representative in each group to contact me in case of questions or doubts
  - Design a logo for the destination
  - Choose a title for your project
  - Decide on the presentation techniques

- **Duration: 1 hour**
  
- **Format:**
  - **Presentation**
  - **Slides**
  - **Show**
  - **Video**
  
- **Dates:**
  - **April 20**
  - **April 21**
  - **April 27**
  - **April 28**
  - **May 4**
  - **May 5**
  - **May 11**
  - **May 12**
  - **May 18**
  - **May 19**
  
- **Countries/Regions:**
  - **Iran**
  - **Mongolia**
  - **Bhutan**
  - **Belarus**
  - **Papua New Guinea**
  - **North Korea**
  - **Paraguay**
  - **Greenland**
  - **Tajikistan, Uzbekistan, Kyrgyzstan**
  - **Uganda, Republic of Congo, Democratic Republic of Congo**
  
- **Supporting Material:**
  - **Internet (for information regarding each country-specific features)**
  - **Tourism Policy and Planning Chapters 3-6 (and references therein)**
  - **Introductory lecture**
  - **Selected material from the slides**