FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 1

TOURISM POLICY AND PLANNING

TTP410S
Dear Student,

I would like to take this opportunity to congratulate you on the completion and submission of your first assignment on Tourism Policy and Planning. I strongly believe that you have had a rewarding experience so far about this course.

This feed back tutorial letter provides me with the opportunity to dialogue with you and advise you on your performance on this first assignment. I hope this will reinforce your learning on what has been covered in this marked assignment while offering you constructive suggestions as you go towards the completion of this course. I therefore advise you to read and attempt to understand the content of this feedback tutorial letter. I have provided comments and hints on the expected quality of responses for each question.

General observations

There are several important points that you need to take into consideration such as:

- **Proper language usage**: there were several grammatical mistakes that I noted in your submissions. In some cases, some of you were using long and winding sentences which made it difficult for me to read and comprehend the gist of the matter. I encourage you to proof read your work and use short sentences.

- It is expected that any student on this level should be able to apply their theoretical knowledge gained from books to practical situations and not quote theory verbatim and expect to earn marks – but this still happens.

- Some students copied directly from other publications and made it their own work, this is not tolerated, and it is not acceptable.
• **Use of sources:** Where you cite any references, remember to acknowledge them very well in your list of bibliography. The Namibia University of Science and Technology makes use of the APA Style of referencing and this is highly recommended. Most of you neglected this component. A few instances were observed where in-text references lacked; instances of references mentioned in-text but not acknowledged in the bibliography were observed; Most of you did not make use of the APA style of referencing.

I cannot stress the importance of referencing enough, as in the academy referencing is a requirement that is non-negotiable. Referencing gives credit to authors who have been consulted, but it also keeps you safe from possible charges of plagiarism. A further reason for proper referencing is that it allows the reader of your work to find sources with minimum difficulty for verification or to follow leads. I will strongly recommend that you familiarize yourself with the APA referencing style, as many of you lost marks due to the non-compliance to this requirement.

Also direct copying from the internet was noted, clearly this is not allowed as it is the same as plagiarism and is a serious academic crime; it is not different from theft.

Below is a screen shot of an easier way to do the APA referencing on Microsoft Word, I trust that this will make referencing easier for you.
On Microsoft Word, you go to referencing tab, select APA sixth edition, insert citation, type your source of reference, and it will create the in text referencing and whenever you have to insert a new source, click on insert citation. When you are done, click on bibliography and it will throw out your sources used on APA style of referencing. Contact me if you are not sure on how to do this or if you do not come right.
Assignment one: Feedback

Question 1

In this question, I asked you to differentiate between tourism policy and tourism planning which two interrelated concepts are. I also asked you to do this in a form of a diagram as it makes reading and marking easier. Thank you to those that have done it as such. Overall this question was answered very well, and it was clear that you went the extra mile to read additional sources to answer this question. The objective was here to see whether you understand the difference between what a policy is and what constitutes planning for tourism purposes. Chapter 1 of the study guide is very clear on these two concepts, but I appreciated the effort that was made to go beyond the scope of the study guide to give possible answers for this question. It is important that you understand these two concepts as it is the core of the subject, thus please ensure that you know the differences between these two concepts. Broadly tourism policy is understood as “A position, strategy, action or product adopted by government, arising from a contest between different ideas, values and interests”. Tourism Planning can be said to be “A communicative process that occurs at various levels and involves a dialogue or building cooperation and partnership between overlapping or complementary and sometimes even competing interest”.

Question 2

I asked in this question that you critically discuss the statement of community participation which faces many challenges when formulating policies for local development. When I say critically discuss, I want to read your opinion which is based on facts from credible sources of information. A major difficulty in implementing community participation pertains to the incorporation of community attitudes towards tourism even if they are well researched. This arises due to the political nature of the planning process. For a community to participate effectively in a planning process this
inevitably results in the community having a degree of control over policy decision and the planning process or the existence of a partnership in the development process. The involvement of a community if underpinned by a formal and legalistic process of public consultation usually in the form of hosting public meetings. Public response to meetings and questionnaire survey responses regarding planning is rare.

- The public generally has difficult in understanding the complex and technical planning issues
- The public is not always aware or understand the decision-making process
- The difficulty in attaining and maintaining representativeness in the decision-making process
- The apathy of citizens
- The increased costs in terms of staff and money
- Adverse effects of the efficiency of decision making

The structure of government presents challenges when it comes to community participation. The way different levels of government operate can lead to problems of coordination. This sometimes result in decisions and policies adopted at one level easily ending by being at odds with decisions at other levels. Broadly this is what I required from you, chapter 6 of the study guide can give you more information pertaining to community participation is policy formulation and planning.

**Question 3**

This question asked of you to discuss the role that various stakeholders play in the policy formulation of the tourism industry in Namibia. Below is what the expected answer of which you guys is did a good job as this question was well answered.

1. **Public Stakeholders**

In the process of policy formulation and planning, government is a major stakeholder. Within government there are several levels and the key ones are local and state levels. Professionals run state institutions and occupy a dominant position in the process as political and administrative actors. Government involvement is the policy process
ranges from support or political commitment, marketing and promotional efforts to providing financial resources. The extent of the state’s role in tourism varies according to the conditions and circumstances peculiar to each country such as the constitutional system, the level of economic development and the degree of tourism development.

2. Private Stakeholders

This cluster comprises of tourism firms and primarily business associations. Traditionally the private sector is responsible for the commercial development, operation and marketing of accommodation and other tourist facilities and services. Representatives from this sector are usually allowed access to the exclusive political and administrative circle. Government recognizes and can be influenced by the fact that the industry generates employment, brings production and drives growth. On its part industry claims that it takes risks, so it should shape policy.

3. Civil Society

In the 1980’s citizen and public interest groups, especially in consumer and environmental concerns emerged and became very influential. The range of interest groups goes beyond those that are directly part of the tourism industry to include a vast array of community, public and special interest groups. Pressure groups and interest networks, including community-based interest groups are crucial players. For instance, they can lead the policy and planning process by framing the issue or merely making the first call of attention.

4. Policy Sub-Systems

When actors and agencies operate around related policy issues to influence policy development they constitute a policy sub-system. Such sub-systems share commonalities especially in the way they are operated. These systems are not artificially but socially defined. It is within these sub-systems that actors and agencies pursue their activities. The existence of such sub-systems in a policy environment is an indication that policy formulation is organized around certain substantive issues and
continuous relationships rather than through traditional political structures such as political parties and government agencies.

Thank you for those who have done tremendous effort in the completion of the first assignment.

I hope this feedback will assist you to identify your weak areas and work on them diligently while building on your strengths. I encourage you to take note of this advice as you prepare for the second assignment. Please contact me if you don’t understand the assignment questions.

I wish you the best of luck for the completion of second assignment!!!!!!!!!!