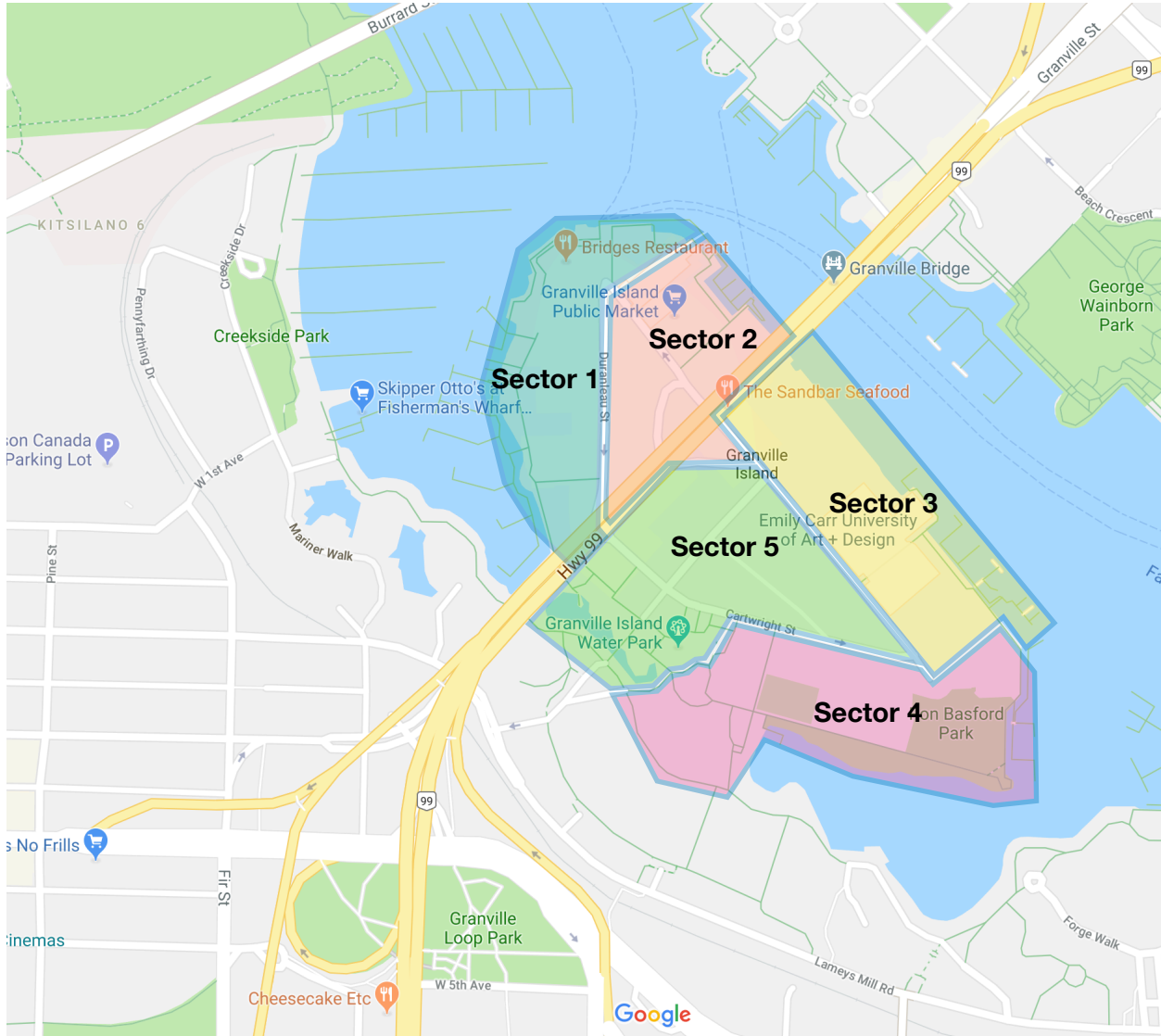


TOUR 423: Tourism Policy and Planning

Granville Island Tourism Development Planning

The purpose of this exercise is for you to 1) conduct a tourism development policy analysis of the Granville Island 2040 Master Plan Report, 2) develop a site development plan for your chosen sector, 3) creation of Visitor Management Strategies, and 4) creation of a tourism product development strategy.



Please sign up for your group's chosen sector in class. Please standby for the signup sheet.

Field Trip Site Inspection Details:

Date: Friday, 18 March, 2022, from 9am to 12 noon

Meet Up Location: corner of Anderson St. and 2nd Avenue, Vancouver, by the “i” information sign beside the Mobi bike racks.

To Bring: warm outdoor clothing, umbrella, pen and paper to take notes, camera to take photos

Pre-Field Trip Instructions: Read the Granville Island 2040 Report: https://granvilleisland2040.ca/wp-content/uploads/2017/05/Granville-Island-2040-Report_digital_Eng.pdf

Final Report:

Group Size: 5 students maximum

Report Length: 15 pages minimum, 20 pages maximum, single spaced, saved as .doc or .docx format

Deadline: TBA. All reports to be submitted on eLearn

Grade Weight: 20%

You will write a Final Report with the emphasis on:

- a) The tourism development policy analysis of Granville Island 2040 Master Plan
- b) Physical site development plan for your chosen sector
- c) Visitor Management Strategies
- d) Tourism product development strategy.

Tourism Development Policy Analysis

This section requires you to create detailed analyses of the Granville Island 2040 Master Plan. Although it already entails four strategies, what could you critique about them? What could be their potential drawbacks, potential issues, and viability difficulties when implemented? In your analysis, also identify existing problems and challenges related to the four strategies based from your observations during the field trip. What could be possible causes and effects of the latter?

Physical Site Development Plan

Create physical and tangible recommendations how to implement the four strategies identified in the Granville Island 2040 Master Plan. Your recommendations must be SMART (the acronym) with very strong justification why those developments would work. Since the Master Plan already provides general recommendations in the Implementation and Governance section, what tourism-centric examples could you provide? It will also be required for you to be more specific than what the plan entails (for instance, if the plan entails activating the Vancouver Streetcar, where will the route be and how will it be implemented?).

Using lots of maps, your personal sketches, and other visuals in addition to text content, provide spatial analyses within your sector as well as spatial strategies where within your sector will your recommendations be placed and a strong rationale for its recommended location. You may also use sketch overlays and/or images of similar developments with proper citations for this section.

Note that existing developments may still be retained, but that will be up to your team, provided you have good justification.

Visitor Management Strategies

Provide specific VMSs in the hypothetical but possible scenario of increasing cruise ship passengers in Vancouver and Granville Island being their preferred destination. How could you address potential overcrowding? What specific recommendations could be generated for each of the four specific VMSs discussed in class? You will notice how VMS can also overlap with physical developments that you will recommend on the previous section.

Tourism Product Development Strategy

Beyond spatial and physical developments, what other activities, or ideas, or even non-tourism amenities you could recommend and implement in Granville Island? Take note of the principle behind proactive and reactive planning when thinking about compatible tourism products to develop. Generally, do your product/service development recommendations have the right fit with the vision and mission contained in the Master Plan? Specifically, how could they be implemented considering the physical site development plans you recommend?

Other Important Elements

Please note that if your group did not select Sector 2, your alternative to Strategy #2 in the Granville Island 2040 Master Plan would be to celebrate the heritage of the area and find spaces to host small heritage events. The group that selected Sector 2 will still follow Strategy #2 in the plan.

Citations are required within and at the end of the report. A combination of headings, paragraphs, and some bullet points are permitted. Images are allowed, however they must not exceed 30% of the page. When using images, resizing is fine but be careful not to stretch or compress images to preserve its actual dimensions.

There is no need to create a format similar to the 9-Steps of Planning for both your presentation and/or either your report.

Final Presentation:

Presentation Length: 20 minutes maximum, 5 minutes for Q&A

Date: TBA — on the day of the Final Exam. Because of the large number of groups for this project, one group may present before the actual Final Presentation date, with advanced scheduling arrangements.

Grade Weight: 15%

Your group will present first before writing the paper. It is mandatory to integrate my recommendations and suggestions on your report.

The presentation will focus on the four emphases listed on the Final Report instructions above. No need to introduce the history of Granville Island and tourist numbers since every group will be working on the same destination and same data.

Please include lots of analytical maps, sketches, and your own images taken from the field trip with your analyses and recommendations. Have lots of images and visuals; also use images of similar developments as examples for your recommendations. Please be creative for this presentation.