

Tourist Regions and Attractions

Assignment Guidelines:

This assignment requires students to critically analyze the strategic development, management, and resilience of **tourist regions and key attractions** in the face of changing global conditions. Students must choose a real or conceptual tourist region or attraction and develop a comprehensive strategy addressing challenges related to **visitor sustainability, destination competitiveness, regional identity, and crisis adaptability**.

The assignment should reflect a nuanced understanding of regional planning, destination life-cycle models, tourism geography, and experience design, supported by current academic literature and international best practices.

Use **APA format** for all cited sources.

Submission Format:

- **Detailed Written Report Only**
 - **Font:** Times New Roman, 12 pt
 - **Line Spacing:** Double
 - **Word Count:** 4000–5000 words
 - **Submission Deadline:** [Insert Date]
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Assessment Criteria:

- Depth of Geographical and Strategic Understanding (20%)
 - Integration of Tourism Development Theories (20%)
 - Innovativeness of Destination or Attraction Solutions (20%)
 - Quality of Strategic Planning and Risk Consideration (20%)
 - Clarity, Structure, and APA Referencing (20%)
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Formatting Guidelines:

APA Format:

Include in-text citations and a full reference list in APA style.

Document Layout:

- Font: Times New Roman, 12 pt
- Line Spacing: Double

- Margins: 1 inch on all sides
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Mandatory Sections:

- **Title Page:** Assignment title, student name, student ID
 - **Table of Contents**
 - **Abstract**
 - **Introduction**
 - **Literature Review**
 - **Methodology**
 - **Findings**
 - **Discussion**
 - **Conclusion**
 - **References**
 - **Appendices** (optional)
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Assignment Task – Choose ONE of the following written assignments:

Option 1: Destination Reinvention Strategy for a Saturated or Declining Tourist Region

Select a once-thriving tourist region that is now experiencing stagnation or decline. Write a strategy paper proposing its reinvention and repositioning. Your report should:

- Analyze causes of decline using the **Tourism Area Life Cycle (TALC)** model.
 - Assess internal and external challenges, such as over-tourism, environmental strain, or competitive substitutes.
 - Propose innovative attractions, branding shifts, and experience redesign.
 - Consider sustainability, regional identity, and stakeholder involvement in your strategy.
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Option 2: Integrated Management Plan for a High-Risk Natural or Cultural Attraction

Develop an advanced strategic management plan for a **natural or cultural attraction** located in a risk-prone area (e.g., volcano zones, floodplains, politically unstable regions). Your written report should:

- Conduct a risk and impact assessment for tourism operations.
 - Propose mitigation strategies balancing **visitor experience, preservation, and safety**.
 - Include zoning, visitor flow control, and community inclusion models.
 - Integrate global standards from **UNESCO, IUCN**, or other heritage/tourism bodies.
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Option 3: Strategic Development Blueprint for an Emerging or Underutilized Region

Choose an underdeveloped or emerging tourism region with untapped potential. Write a strategic blueprint that outlines its transition into a competitive tourism destination. Your report must:

- Perform a situational analysis (e.g., SWOT, PESTEL).
- Identify unique regional assets, cultural capital, and attraction potential.
- Propose a **phased development strategy** focusing on accessibility, visitor readiness, local empowerment, and ecological balance.
- Address challenges related to infrastructure, governance, and image-building.