

**M. Tech. – I Semester - II**

**Subject Name:** Tourism Planning and Management

**Subject Code:** MTTC14204

**Type of course:** PE - IV

**Prerequisite:** Basic understanding on tourism and its development

**Rationale:** Understanding of tourism development, modern techniques of tourism planning, role of tourism promotion for economic development.

**Teaching and Examination Scheme:**

TEACHING SCHEME				Theory Marks			Practical Marks		Total
L	T	P	C	TEE	CA1	CA2	TEP	CA3	150
3	0	2	4	60	25	15	30	20	

**CA1:** Continuous Assessment (assignments/projects/open book tests/closed book tests) **CA2:** Sincerity in attending classes/class tests/ timely submissions of assignments/self-learning attitude/solving advanced problems **TEE:** Term End Examination **TEP:** Term End Practical Exam (Performance and viva on practical skills learned in course) **CA3:** Regular submission of Lab work/Quality of work submitted/Active participation in lab sessions/viva on practical skills learned in course

**Content:**

Sr. No.	Topics	Teaching Hrs.	Module Weightage
1	<b>Tourism planning</b> Tourism as system, Demand and supply, Creation of Urban Space for recreation and tourism, Principles of Recreation, Leisure and Tourism; Tourism system; role of international organization (WTO); different types of tourism developments and activities; market segment	10	20%
2	<b>Tourism ecology</b> Natural resource assessment; Techniques of tourism potential analysis; Concept of Eco-tourism, Environmental threats and planning precautions; sensing tourism	10	20%
3	<b>Sustainable planning</b> Sustainable planning for tourism development Concepts and parametric analysis; Integrated wildlife, culture and tourism development; Tourism infrastructure development, Tourism Project conception and preparation for project report. Interrelationship of tourism and poverty alleviation; concept of accessibility for differently abled and old age tourists; characteristics of traditional and modern tourism;	13	30%
4	<b>Tourism management and economics</b> Tourism System Management and Economics of tourism industry and development management. GIS application in tourism development, policies and programme at National State and District level. Tourism planning case studies.	12	30%

**Suggested Specification table with Marks (Theory/Practical):**

% Distribution of Marks					
R Level	U Level	A Level	N Level	E Level	C Level
20%	20%	20%	15%	15%	10%

**Legends: R:** Remembrance, **U:** Understanding; **A:** Application, **N:** Analyze, **E:** Evaluate **C:** Create and above Levels (**Revised Bloom's Taxonomy**)

**Note:** This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

**Reference Text Books:**

Sr. No.	Title of book /article	Author(s)	Publisher and details like ISBN	Year of publication	Publication Edition
1	“Tourism Planning: Policies, Process & relationship	Colin Michael Hall	Prentice Hall (ISBN: 0132046520, 9780132046527)	2008	2 <sup>nd</sup>
2	Natural area tourism Ecology impacts and management	David Newsone	Chainal View Publication (ISBN: 978-1-84541-381-1)	2008	1 <sup>st</sup>
3	“Tourism Planning: Basics, Concepts, cases	Clare Gunn	France & Taylor Publication (ISBN: 9780415932691)	2002	4 <sup>th</sup>
4	Foundations for Tourism Development	Jagmohan Negi	Galgotia Publishing Company (ISBN: 978-81-8598-944-0)	2002	1 <sup>st</sup>
5	Tourism Planning: Basics, Concepts, Cases	Turgut Var, Clare Gunn	Routledge (ISBN: 978-0415932691)	2002	4 <sup>th</sup>
6	Tourism Policy and Planning	Geetanjali	ABD Publishers (ISBN: 978-8183762441)	2010	1 <sup>st</sup>

**Course Outcome:**

Sr. No.	CO Statement After learning this subject, students will be able to	Marks % weightage
<b>CO-1</b>	Tourism Industry interventions with planning and management aspect. (R,U – Cognitive Level)	10%
<b>CO-2</b>	Knowledge of modern techniques of tourism planning and development are understood (U,A,N,E – Cognitive Level)	25%

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<b>CO-3</b>	To identify potential tourism and incorporating planning for the same. (A,N,E,C – Cognitive Level)	20%
<b>CO-4</b>	Understanding of sustainable tourism development for producing least impact on natural environment. (R,U,A – Cognitive Level)	25%
<b>CO-5</b>	Understand the role of tourism promotion for economic development of a country. (U – Cognitive Level)	20%

**LIST OF PRACTICALS:** (Minimum ----- performed.)

1. Circuit development for tourism based planning in any potential region of India.
2. Research Paper (RP): Each student shall study at least two research papers from the listed journals on GTU portal. Each paper shall be studied – students shall prepare a brief report on paper and present the findings. The same shall be presented among all students and submitted to the university.

**List of Open Source/learning website:**

- <https://tourism.gov.in/>
  - Basic concept of tourism and policies
- <https://www.gujarattourism.com/>
  - Data of Gujarat Tourism
- <https://www.unwto.org/>
  - Sustainable tourism concept
- <https://www.india.gov.in/topics/travel-tourism>
  - Schemes related to tourism

**List of Open Source Software:**

- CAD drafting tools
- Google Earth