

MTTM-402

Tourism Policy and Planning

Programme: Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 4th Semester

Course objectives: To understand the importance of planning in tourism destinations. To create an awareness about the planning process and phases of development in tourism destinations and to understand the plans and policies adopted in tourism destinations.

Block 1 Tourism Planning – Basic Concept, Scope and Significance	
Unit 1	Tourism Policy vis a vis Tourism Planning – Definition, Differentiation, Linkages and Scope
Unit 2	Brief Overview on ‘Tourism Planning Scenario in Global Context’
Unit 3	Environmental, Economic and Socio-cultural Advantages of Tourism Planning
Unit 4	Consequences of Unplanned Tourism Development
Unit 5	Barriers in Tourism Planning
Block 2 Destination Planning	
Unit 6	Destination Mix - Concept and Components
Unit 7	Steps and Stages in Destination Planning
Unit 8	Significance and Application of Cost – Benefit Analysis in Destination Planning
Unit 9	Tourism Complex Planning – Concept, Significance and Case Model
Block 3 Emerging Dimensions of Tourism Planning	
Unit 10	Concept of ‘Responsible’, ‘Appropriate’, ‘Alternate’ and ‘Just Tourism’;
Unit 11	Sustainable Tourism Planning – Key Issues, Relevance and Systematic Approach
Unit 12	‘Community Based’ and ‘Community Approach’ of Tourism Planning
Unit 13	‘Eco-tourism’ Planning; Place of Tourism in India’s Five Year Plans
Block 4 Tourism Policy and Planning: Case Studies	
Unit 14	Salient Features of ‘Tourism Planning Strategies’ Adopted by Leading Destination Countries like France, U.K. and China
Unit 15	Brief Overview on ‘Tourism Policy and Planning Perspectives of SAARC Countries, especially Bhutan and Sri Lanka
Unit 16	Tourism Policy of India – A Critical Review
Unit 17	Role and Contribution of DOT in Development Tourism in India.