

Programme Name and Code: Master of Tourism and Travel Management (MTTM-24)

Course Name and Code: Tourism Policy and Planning (MTTM-18A)

Semester: 4th

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 of ‘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 to 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.

Suggested Readings:

- Harris, R., Griffin, T., & Williams, P. (Year). Sustainable Tourism: A Global Perspective. Butterworth-Heinemann.
- Sing, S.P. (Year). Sustainable Tourism. Retrieved from <http://www.bagchee.com/>
- World Tourism Organization. (Year). Sustainable Development of Tourism: An Annotated Bibliography.
- Herremans, I. (Year). Cases in Sustainable Tourism: An Experiential Approach to Making Decisions.
- Weaver, D. (Year). Sustainable Tourism: Theory and Practice. Powell's City of Books.
- Hall, C. M. Tourism Planning: Policies, Processes and Relationships. Pearson Education Limited.
- Inskeep, E. Tourism Planning: An Integrated and Sustainable Development Approach. CABI Publishing.
- Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. Tourism: Principles and Practice. Pearson Education Limited.
- Uysal, M., Perdue, R., & Sirgy, M. J. Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities. Springer.