

Objectives:

- It is necessary to have a deep insight all issues relating to its promotion. This is to be studied to understand the theoretical framework of destination planning and various intricacies involved in it.

Pedagogy: Assignments, seminars, presentations, Lecture-cum-discussions.

UNIT I

Tourism planning – what is planning – why planning – planning process – elements of tourism plan – environmental and social considerations in planning – impact of mitigation measures – socio –cultural considerations – benefits – negative impacts – economic considerations- economic analysis – political considerations – role of Govt. – issues related to planning.

UNIT II

Planning in tourism systems – market supply match – the functioning system – external factors – approaches to tourism planning; international level, national level, regional level, destination and site level planning – public and private participation- reasons for Govt. intervention in tourism; economic reasons – political reasons – social and cultural reasons – environmental reasons.

UNIT III

Tourism policies – state tourism policies – central tourism policies – strategic and tactical perspective of planning; framework for strategic planning in destinations – strategic tourism policy model – strategic areas that need Govt. intervention

UNIT IV

Planning tourist attractions; natural, cultural and special interest attractions – planning and monitoring natural, cultural and special interest attraction resources. Implication elements and monitoring.

UNIT V

Developing tourism plans; goals – components – plan – preparation techniques, surveys and method by World Tourism Organization; general background analysis, infrastructure analysis & projections – extent & form of tourism – market analysis and projections – environmental considerations - socio - cultural considerations – institutional considerations – marketing and promotional considerations – plans implications and monitoring – surveys for plan development – survey of area characteristics – institutional elements.

UNIT VI

Planning Linkages: - global level planning – necessity – areas of concern – international bodies, international sources of fund – national level planning; elements – regional level planning; elements; local level planning; steps – developing linkages.

References:

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4. Christie, R. M., & Morrison, A.M, The Tourism System, 5thEdn. New York: Kendall/ Hunt Publishing Company.
5. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S, Tourism Principles and Practices. London: Pitman Publishing.
6. Douglas, F., Travel & Tourism Management, London: Macmillan.
7. Douglas, P., Tourist Development, Hong Kong: Longman.

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