



**Subject:** Tourism Planning and Development - METTC11506

**Type of course:** Minor Stream

**Prerequisite:** NIL

**Rationale:** Tourism Planning and Development is crucial for sustainable growth, ensuring that tourism benefits local communities, preserves natural and cultural heritage, and enhances visitor experiences. Proper planning helps manage resources effectively, mitigating negative impacts such as environmental degradation and cultural erosion. It fosters economic development by creating jobs, promoting local businesses, and attracting investment. Strategic development enables destinations to adapt to changing market trends, enhancing competitiveness and long-term viability. Additionally, it promotes inclusivity, ensuring that tourism benefits are equitably distributed among all stakeholders. In essence, Tourism Planning and Development is vital for balancing economic, environmental, and social objectives, contributing to the overall well-being of destinations and their inhabitants.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
04	00	02	5	60	30	10	20	30	150

*Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.*

**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<b>Sustainable tourism planning</b> The faculty will assign a specific tourism location to each student group, which will then develop a sustainable tourism plan and upload it to the GMIU Web Portal.	10



2	<b>Tourism Economics</b> The faculty will assign a tourism location for economic analysis to each student group, who will then prepare a report with their recommendations and upload it to the GMIU Web Portal.	10
3	<b>Tourism place development</b> The faculty will assign each student group a tourism location that is currently undeveloped. Each group will then prepare a comprehensive plan covering planning, management, economic strategies, and policies for the site, and upload their report to the GMIU Web Portal.	10
<b>Total</b>		<b>30</b>

**Course Content:**

Sr. No	Course content	Hrs	% Weightage
1	<b>Introduction to Tourism</b> Definitions, scope, nature, classification and dimension, tourism as an industry, tourism in developed and developing world. Tourism as system, Demand and supply, Relationship between Tourism and Urban Development. Creation of Urban Space for recreation and tourism, Principles of Recreation, Leisure and Tourism. Nature and scope of a tourism plan- key issues and stages, data requirements, surveys, role of key players / stake holders in tourism policy and planning.	15	24
2	<b>Sustainable Planning for Tourism Development</b> Natural resource assessment; Techniques of tourism potential analysis; Concept of Ecotourism, Environmental threats and planning precautions. Concepts and parametric analysis; Integrated wildlife, Tourism multiplier and forecasting methods: capacity building and carrying capacity planning for tourism projects, tourism and cultural and social change: Socio, Tourism infrastructure development, Tourism Project conception and preparation for project report.	14	25
3	<b>Tourism Management and Economics:</b> Management and Economics of tourism industry and development management. Tourism marketing - concept, techniques and strategies. GIS application in tourism development, policies and programme at National State and District level. Tourism planning case studies.	15	15
4	<b>Policies and Programmes</b> Tourism policies at various levels. CASE STUDIES: Indian Site, 7 Projects for Gujarat Tourism	15	25
<b>Total</b>		<b>60</b>	<b>100</b>



**Suggested Specification table with Marks (Theory): 60**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	20%	30%	20%	20%	20%	NA

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.

**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Understanding of sustainable tourism development for producing least impact on natural environment.
CO2	Students understood the role of tourism promotion for economic development of a country.
CO3	Familiarized students with the modern techniques of tourism planning and development.

**List of Assignment**

Assignment and tutorial base on above mention topic.

**Instructional Method:**

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of the tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

**Web links and Video Lectures (e-Resources):**

1. <https://www.youtube.com/watch?v=ALIKDt-1dqI&list=PLGBjC9Bkh8i-yvZMvT1G98t6p2A43iIGX>



**Reference Books:**

- [1] Planning Commission “Working Group Report on Tourism (2012-2017)” (2012) Planning Commission, Government of India
- [2] Ministry of Tourism “Strategic Action Plan for Tourism in India” (2011) Ministry of Tourism, Government of India
- [3] Planning for Tourism (2003), K.K. Sharma, Sarup & Sons, New Delhi
- [4] Tourism Planning: Basics, Concepts, cases, Clare Gunn (2009), France & Taylor Publication

