

OPTIONAL BUSINESS COURSES

TOURISM PLANNING & POLICIES – 2 Credits

Objective:

At the end of the course, the student will be able to analyse and develop tourism policy:

Considering the institutional framework within which policies are formulated at the international, national, regional and destination level. Acquire knowledge on tourism planning done in India since independence. The advantage and difficulties associated with various forms of tourism development in relation to their impact upon the destination communities (i.e. economics, social and environmental considerations). Developed the ability tourism planning theory to mitigate the impact of these problems and devise appropriate strategies for the inclusion of stakeholders and local communities' within tourism plans.

Contents:

1. Purpose of Tourism Planning: Concept of Planning, Goals of Development.
2. Tourism as a System: The Tourism System, Demand & Supply Match, Components of Demand & Supply, Factors for Planning, Growth, Sustainability and Ecotourism.
3. Tourism Policy: Public and Private Sector Policy.
4. Regional Planning Concepts & Cases: Regional Development Hierarchy, Regional Tourism Planning Concepts, Planning Concept, Spatial Patterns, Discovery of Tourism Potential, National Planning Policy, WTO Guide to Planners, Competitive Position Concept.
5. Carrying Capacity: meaning, importance, relevance and applications to destinations.
6. Destination Planning Concepts & Cases: Destination Planning Issues, Destination Planning Guides, Destination Zone Planning Model, Scenic Highways, Destination Zone Planners.
7. Site Planning Concepts & Cases: Design/ Planning Integration, Site Design Influencers, Places & Planning, Design Criteria, Site sustainability, Special Site Interests, Model Site Design Process.

Pedagogy:

Planning concepts would be developed through class discussions, presentations, debates, comprehensive case studies, industry based assignments, tourism research articles/papers.

Suggested Reading:

1. 'Clare Gunn, Tourism Planning: Basics, Concepts & Cases', 4th Edition, Routledge, New York/ London.
2. Goeldner, Charles R. and J. R. Brent Ritchie, 'Tourism: Principles, Practices, Philosophies', 10th Edition, Wiley, 2006 or latest edition.