

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Tourism & Travel Management)**  
**Semester: VIII**  
**Syllabus with effect from: December - 2013**

**Theory (Credit – 3)**

<b>Paper Code: UM08EBBT02</b>		<b>Total Credit: 4</b>
<b>Title Of Paper: Destination Planning &amp; Management</b>		
Unit	Description in detail	Weightage (%)
I	<b>Tourism Planning</b> Concept and Definition of Tourism Planning Importance of planning in Tourism Types of tourism Planning – Sectoral, Spatial, Integrated, Complex, Centralized and Decentralized Planning at National, State & Regional level Urban and rural tourism planning	25%
II	<b>Tourism Planning Process</b> Objective setting, Background analysis, Detailed research and analysis, Synthesis, Goal setting and Plan formulation Steps in Tourism planning Scale of International Tourism Destination Development- Allocentric, Midcentric and Psychocentric destinations Evaluation of tourism project-Project feasibility study: Plan implementation. Development and monitoring Tourism master plan	25%
III	<b>Tourism Impacts and Need For Sustainable Tourism Planning</b> Environmental impacts, Environmental protection measures – Environmental Impact Assessment (EIA) Socio-cultural impacts, Carrying capacity – factors affecting carrying capacity Economic Impacts- Direct, Indirect, Tourism Multiplier, Leakages	25%
IV	<b>Management of Tourism in India</b> National Tourism Policy & Objectives Management of Department of Tourism & ITDC Plan Allocation for Tourism Sector during 8 <sup>th</sup> , 9 <sup>th</sup> , 10 <sup>th</sup> & 11 <sup>th</sup> Five-Year Plans Major Tourism Committees- Sargent, Jha, National Committee on Tourism	25%
<b>Tutorial (Credit-1)</b>		
Case Studies/Presentations followed by written submission		

**Basic Text & Reference Books:-**

- Tourism Planning: Ranjith Taneja,
- Tourism Planning And Development (A New Perspective): J K Sharma,
- Principles And Practices Of Management : L M Prasad,
- Managing Tourism Destination : Krishnan K Kamra,
- Tourism Principles And Practices:Chriscooper, Johnfietenr,Gilbert, And Wanbill
- Tourism Planning:Guna

