

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: VIII
Syllabus with effect from: December-2014
(Batch - 2011)

Paper Code: UM08EBBT02	Total Credit: 3
Title Of Paper: Destination Planning & Management	

Unit	Description in Detail	Weightage (%)
I	Tourism Planning 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	Tourism Planning Process 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	Tourism Impacts and Need for Sustainable Tourism Planning 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	Management of Tourism in India National Tourism Policy & Objectives Management of Department of Tourism & ITDC Plan Allocation for Tourism Sector during 8 th , 9 th , 10 th & 11 th Five-Year Plans Major Tourism Committees- Sargent, Jha, National Committee on Tourism	25%

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

