

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Tourism and Travel Management)**  
**Semester: III**  
**Syllabus with effect from: June-2012**

<b>Paper Code: UM03CBBT03</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Tourism Policy and Planning</b>	

Unit	Description in detail	Weighting (%)
I	<b>Introduction</b> Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.	25 %
II	<b>National Tourism Policies of India</b> Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism 1992. Case Study of tourism policies of Gujarat, Rajasthan, Kerala	25 %
III	<b>Tourism Planning</b> Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General concepts of Planning, Levels and Types of Tourism Planning, Tourism Planning Principles, Co-ordination in Planning, Steps in Tourism Planning.	25 %
IV	<b>Tourism Destination Planning Process-</b> Objectives, Background analysis, detailed research & analysis, goal getting and plan formulation. Case Study of Ajanta – Ellora Development project (planning & Management).	25 %

**Tutorial :**

**Unit -V** Case study of tourism policy in any five states for which journals shall be maintained by the students.

**Evaluation Scheme: 25 marks**

Journal shall be evaluated by the concerned teacher

**Basic Text & Reference Books:**

- Zulfikar Mohammed, Introduction to Tourism & Hotel Industry, UBSPD, 2007.
- Inskip E., Tourism Planning: An integrated and Sustainable Approach. London: Routledge
- Inskip E., National & Regional Tourism Planning : London: Routledge
- Tourism and Development: Concepts & Issues: sharpely & telfer
- Tourism, Globalization & Cultural Change: Donald Macleod
- Successful Tourism Management: Pran Nathseth

