

GUJARAT TECHNOLOGICAL UNIVERSITY

M. E. Civil (Town and Country Planning) (Branch Code - 048)

Year – I (Semester – II) (W.E.F. January 2013)

1. MAJOR ELECTIVE – III

2) TOURISM PLANNING & DEVELOPMENT (CODE: 1724807)

SR. NO.	COURSE CONTENT
1	<u>TOURISM PLANNING:</u> Tourism as system, Demand and supply, Creation of Urban Space for recreation and tourism, Principles of Recreation, Leisure and Tourism.
2	<u>TOURISM ECOLOGY:</u> Natural resource assessment; Techniques of tourism potential analysis; Concept of Eco-tourism, Environmental threats and planning precautions
3	<u>SUSTAINABLE PLANNING FOR TOURISM DEVELOPMENT:</u> Concepts and parametric analysis; Integrated wildlife, culture and tourism development; Tourism infrastructure development, Tourism Project conception and preparation for project report.
4	<u>TOURISM MANAGEMENT AND ECONOMICS:</u> Management and Economics of tourism industry and development management. GIS application in tourism development, policies and programme at National State and District level. Tourism planning case studies.

TERM WORK shall be based on case studies and each student shall present a case individually. A visit to recently developed tourist spot/ city / town is essential and a group study report on the same shall be prepared considering the present strategy to attract tourists and future scope.

REFERENCE BOOKS:

1. Colin Michael Hall (2008), “Tourism Planning: Policies, Process & relationship”, Prentice Hall.
2. David Newsome (2008), “ Natural area tourism Ecology impacts and management”, Chainal View Publication.
3. Clare Gunn (2009),” Tourism Planning: Basics, Concepts, cases”, France & Taylor Publication

