



GUJARAT TECHNOLOGICAL UNIVERSITY

Master of Engineering

Subject Code 3724807

Semester – II

Subject Name: Tourism Planning and Development

Type of course: Program Elective - IV

Prerequisite: Understanding on urbanization and economics

Rationale: To understand the features of special regions & develop them with proper planning so as to create liveliness an aesthetic city in the concerned areas.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	2	4	70	30	30	20	150

Content:

Sr. No.	Content	Total Hrs
1	Tourism planning Tourism as system, Demand and supply, Creation of Urban Space for recreation and tourism, Principles of Recreation, Leisure and Tourism; Tourism system; role of international organization (WTO); different types of tourism developments and activities; market segment	11
2	Tourism ecology Natural resource assessment; Techniques of tourism potential analysis; Concept of Eco-tourism, Environmental threats and planning precautions; sensing tourism	10
3	Sustainable planning for tourism development Concepts and parametric analysis; Integrated wildlife, culture and tourism development; Tourism infrastructure development, Tourism Project conception and preparation for project report. Interrelationship of tourism and poverty alleviation; concept of accessibility for differently abled and old age tourists; characteristics of traditional and modern tourism;	17
4	Tourism management and economics Tourism System 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.	14

Suggested Specification table with Marks (Theory):



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Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	20	20	20	15	10

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books:

1. Colin Michael Hall (2008), "Tourism Planning: Policies, Process & relationship", Prentice Hall.
2. David Newsone (2008), "Natural area tourism Ecology impacts and management", Chinal View Publication.
3. Clare Gunn (2009), "Tourism Planning: Basics, Concepts, cases", France & Taylor Publication
4. Jagmohan Negi (2002); "Foundations for Tourism Development"; Galgotia Publishing Company (ISBN: 978-81-8598-944-0)

Course Outcomes:

Sr. No.	CO statement	Marks % weightage
CO-1	Tourism Industry interventions with planning and management aspect	25
CO-2	Knowledge of modern techniques of tourism planning and development are understood	45
CO-3	Sensitivity is developed to identify potential tourism and incorporating planning for the same	30

List of Experiments:

1. Circuit development for tourism based planning in any potential region of India.

Research Paper (RP):

Each student shall study at least two research papers from the listed journals on GTU portal. Each paper shall be studied – students shall prepare brief report on paper and present the findings. The same shall be presented among all students and submit to university.

Review Presentation (RP): The concerned faculty member shall provide the list of peer reviewed Journals and Tier-I and Tier-II Conferences relating to the subject (or relating to the area of thesis for seminar) to the students in the beginning of the semester. The same list will be uploaded on GTU website during the first two weeks of the start of the semester. Every student or a group of students shall critically study 2 papers, integrate the details and make presentation in the last two weeks of the semester. The GTU marks entry portal will allow entry of marks only after uploading of the best 3

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presentations. A unique id number will be generated only after uploading the presentations. Thereafter the entry of marks will be allowed. The best 3 presentations of each college will be uploaded on GTU website

Major Equipment: Computers with higher configuration and internet, server. DVR system with camera and hard drive for traffic studies.

List of Open Source Software/learning website:

- Google earth tool
- Google books on Tourism
(https://www.google.co.in/search?q=Search+Books&tbm=bks&tbo=1&gws_rd=ssl#q=Tourism&tbm=bks)