

**Lecture Plan**  
**Department of Planning, School of Planning and Architecture, Vijayawada**

**Name of Course: Tourism Planning and Development (Elective-4) MPUR314)**

Programme & Sem: **Master of Planning (PG), Semester Three**  
 Course Duration: July 16 to Nov 14, 2018  
 Course Coordinator: Dr. Abdul Razak Mohamed, Prof., Dept. of Planning (razak@spav.ac.in)  
 Number of Credits: 03  
 Subject Category: **Elective**  
 Total Periods/Week: 3 (See Time Table for details)  
 Internal Assessment: 50 (minimum pass marks 50%)  
 End Evaluation: 50 (minimum pass marks 50%) – Written Exam.  
 Total Marks: 100 (to be converted to CGPA credit pattern as per regulations)

**Subject Objective:** *To provide exposure to students on the concepts, planning, development issues related to tourism planning and development, and also to equip them with required knowledge on policies and programmes concerned to tourism development.*

Week	Lecture / Session Topic (Teaching-Learning Objective aimed)	Session Mode (Optional)	References / Suggested Readings
Week 1 (starting July 16)	<b>Introduction to Tourism:</b> Definitions, scope, nature, types, key determinants, characteristics of tourism; tourism circuits	Interactive Session (Group / Individual) and Lecture. (Ref.1)	1.Clare A. Gunn, (1993), <i>Tourism Planning: Basics, Concepts, Cases</i> , Taylor & Francis Group, London 2.James Mark, (2003), <i>Tourism and Economy</i> , Versa Press, London.
Week 2 (starting July 23)	Tourism as a industry; growth of tourism in developed and developing world; problems and issues of tourism	Lecture. (Ref. 2)	3.Erik Cohen, (1984) "The Sociology of Tourism: Approaches, Issues, and Findings", Annual Review of Sociology, Vol. 10.
Week 3 (starting July 30)	Sociology of Tourism – leisure, recreation, travel and tourism; gender and tourism development.	Group Debate (Ref. 3)	4.Peter Mason, (2012), 'Tourism Impacts, Planning and Management' Routledge, US
Week 4 (starting Aug 06)	<b>Tourism Sector – Impacts:</b> Relationship between Tourism and Urban Development; Tourism and environment; Tourism multiplier and forecasting methods; capacity building and carrying capacity; planning for tourism projects	Lecture (Ref 4,5,6)	5. <a href="http://www.usaid.gov/content/global-climate-change/sustainable-tourism">http://www.usaid.gov/content/global-climate-change/sustainable-tourism</a>
Week 5 (starting Aug 13)	Tourism and cultural and social aspects; Eco-tourism and local social and economic development.	Lecture. (Ref 2,3,6)	
Week 6 (starting Aug 16 - 21)	Internal Assessment – 1 Assignment		
Week 7 (starting Aug 20)	<b>Planning for Tourism:</b> Tourism Plans- plan components; social and spatial planning of origin–transit-destination planning;	Lecture (Ref.6)	6.Gonzalez Pablo Alonso (2013), <i>Cultural Parks and National Heritage Areas: Assembling Cultural Heritage, Development and Spatial Planning</i> , Cambridge Scholars Publishing, London.
Week 8 (starting Aug 27)	Role of multiple Government authorities and agencies involved in tourism development; Role of private sector in tourism development; Tourism circuits – planning and development of regions.	Lecture (case study-groups) (Ref.4,7)	7.David J. Telfer, and Richard Sharpley, (2008) 'Tourism and Development in the Developing World' Routledge, London

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Week	Lecture Theme / Teaching-Learning Objective	Mode	References / Suggested Readings
Week 9(starting Sept 01-09)	Field Work I		
Week 10 (starting Sep10 )	<b>Tourism Infrastructure:</b> Need for infrastructure support planning such as accommodation, transportation, water supply, solid waste disposal, health, safety and information system;	Group-case studies Lecture (Ref.4,8,9)	8.David L. Edgell Sr., (2006), "Managing Sustainable Tourism": A Legacy for the Future, Haworth Press, London.
Week 11 (starting Sep17)	Tourist guides, interpretation and signage; Impact on local life style; Revenue streams and resource;	Lecture (Ref.2,3)	9.Scott and Eric Laws (2013) 'Safety and Security in Tourism', Routledge, London,.
Week 12 (starting Sep 24)	Assessment – 2 (Sept 24-28): MidTerm Exam		
Sep 27	World Tourism Day	Field Activity	
Week 13 (starting Oct 01)	Package tourism and pricing; Tourism and hospitality.	Lecture. (Ref 2,8)	10. Coastal Regulation Zone Notification, 2011, Department of Environment, Forest and Wild Life, Ministry of Environment and Forest, Government of India.
Week 14 (starting Oct 8)	<b>Tourism Policies and programs:</b> Tourism policies at state and national levels; Government and community interventions to develop tourism sector	Lecture (Ref 11,12)	11. World Tourism Organization 2009, "UNWTO technical manual: Collection of Tourism Expenditure Statistics". World Tourism Organization. 12. Govt. of India, (2002), National Tourism Policy, Department of Tourism, Ministry of Tourism & Culture, Delhi.
Week 15 (starting Oct 15)	Dussera Vacation (Oct 15 - Oct 19)		
Week 16 (starting Oct 22)	Assessment – 3 (from Oct 22-26)		
Week 17(starting Nov 05 to 09)	Destination Infrastructure Planning	Lecture Ref 13)	13.Clare A. Gunn, (1993), <i>Tourism Planning: Basics, Concepts, Cases</i> , Taylor & Francis Group, London
Week 18 (starting Nov 12)	e-Governance and tourism development.	Lecture. (Ref.14)	14.Matthias Fuchs, and Francesco Ricci (2012) , 'Information and Communication Technology in Tourism 2020' Proceeding of the International Conference in Helsingbor, Sweden Jan.
Nov 13	Finalisation of Internal Marks		

**Note:**

1. Any other closed holidays as declared by SPAV shall superced the above lecture plan. Holidays shown above may alter as per Notice from time to time.
2. Assessment Sessions may be re-scheduled, with prior intimation.
3. Reading lists provided is not exhaustive and is subject to addition – students are advised to follow progression of class to keep abreast of the new reading lists, if any.