

Programme: Integrated MBA Hospitality, Travel and Tourism**Course Code: MBOT001****Number of Credits: 2****Title of the Course: TOURISM PLANNING AND POLICIES****Objective:**

On completion, the students will be able to develop tourism policy and policy instruments considering

1. The institutional framework within which policy is formulated
2. The advantage and difficulties associated with various forms of tourism development in relation to their impact upon the destination communities (i.e. economics, social and environmental considerations)
3. The problem that unplanned or badly planned tourism can create for host communities and develop the ability of tourism planning theory to mitigate the impact of these problems and devise appropriate strategies for the inclusion of stakeholders and local communities' within tourism plans.

Content

The use of political economy perspectives in assessing the equity and effectiveness of tourism policy.

The role of the public, private and voluntary sector within tourism.

Planning to enhance the positive impact of tourism on economics, and the various policy instrument that be applied to successfully include local communities in the benefits of tourism

Pedagogy

Discussion of case studies of successful and unsuccessful planning and policy innovation, project on policy development, etc.

Readings indicating Minimum Depth of coverage

Gunn, A (2002) Tourism Planning, basics, concepts, cases. 1st Edn. London: Rutledge Hall

C.M (2000) Tourism planning : policy, processes and relationship, Longman

Harris R, Griffin T and Williams, P(200) (eds) Sustainable Tourism: A global perspective, Butterworth-Heinemann, Oxford

Harrison, D(ed) (2001) tourism and the less developed countries: issues and case studies, Cognizant

Inskip E (1997) tourism planning: An integrated and sustainable Development Approach. Wiley

Mason, P (2003) Tourism impacts, planning and management, London: Butterworth-Heinemann

M&I Munt (1998) tourism and sustainability : New tourism in the third world . London: Rutledge sharply