

Code: MBOT005

ECOTOURISM MANAGEMENT

2 Credits

Objective

At the end of the course, the student will be able to disseminate methods and techniques for the planning, management regulation and monitoring of eco-tourism. Efficient marketing and promotion of eco-tourism destination and products on international market. And learn how eco-tourism can benefit local people and the dangers and limitations of eco-tourism.

Content

Principles and practices of Eco-Tourism:

Introduction, Principles and practices of eco-tourism and profiling the ecotourist. Stakeholders in eco-tourism Role of community in eco-tourism, eco-tourism and NGO's and Eco-tourism and tourism industry, the role of the government in eco-tourism. Environmental impacts of tourism: depletion of natural resources, pollution and physical impacts. How global environmental impacts affect tourism. (15 hours)

Eco Tourism Management in Hospitality Industry:

Eco tourism Planning and management: overview, prerequisites for an eco-tourism management plan, who prepares a management plan and evaluation of management plan Role of the hospitality industry in promoting eco-tourism, eco -friendly practices, ecotels, Does tourism threaten the environment? The WTTC position Guidelines for eco tourism

(15 hours)

Pedagogy

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

References/Readings

1. Charles R. Goeldner, 'Tourism Principles, Practices, Philosophies', Latest Edition, Wiley.
2. Romila Chawla, 'Eco-tourism Planning and Management', Latest edition, Sonali Publications.
3. David. A Fennell & Ross Dowling, Ecotourism Policy & Planning, Cabi Publishing, latest edition.
4. R Chawla, ' Eco tourism and Development', Sonali Publication, Latest edition.