

MBA433: TOURIST PRODUCT DESIGN & DESTINATION DEVELOPMENT

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Objective : To help students to understand about tourism planning process, strategy, and policies and about importance of tourism planning and marketing at national level and understand problems relating to tourism and its development in India.

Hours: 40

Unit I(10Hrs): Tourism product development: conceptual background. Tourism product designing, development issues and considerations. Marketing considerations for sustainability of tourism product- interpretation. Development of destination. Principles of destination development. Concerns for destination planning. Stages in destination designing and management.


Unit II (10 Hrs): Cultural tourism product: designing, development, issues and considerations Religious tourism product: designing, development, issues and considerations Heritage tourism product: designing, development, issues and considerations.

Unit III (10 Hrs): Medical and health tourism product: designing, development, issues and considerations. Special interest tourism product: designing, development, issues and considerations Cruises as tourism product: designing, development, issues and considerations.


Unit IV (10 Hrs): Ecology and wildlife tourism product: designing, development, issues and considerations. Adventure tourism product: designing, development, issues and considerations. Beaches and islands as tourism product: designing, development, issues and considerations. Resorts, types of resorts. Resort as a tourism product: designing, development, management, issues and considerations.

Suggested Readings:

1. Tourism Planning: Basic, Concepts and Cases, C.Gunn, Cognizant Publications,2002
2. Destination branding: Creating the Unique Proposition, Nigel Morgan, Annette Pritchard, Roger Pride, Butterworth and Heinemann.,2001
3. The Tourism Area Life Cycle v. 1: Applications and Modifications', Richard W.Butler, Channel View Publications, 2006
4. Tourism SMEs, Service Quality and Destination Competitiveness' Claire(Edt) Haven Tang, Eleri Ellis(EDT) Jones, CABI Publishing,2005
5. Tourism in Destination Communities, Shalini (EDT) Singh, Dallen J.Timothy, Ross Kingston Dowling, CABI Publishing, 2003


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6. The Competitive Destination : a sustainable tourism perspective, Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, CABI Publishing, 2003
7. Tourism and recreation Development C.B.I. Baud Bovy Munuel and Lawson (1976) Pub.6
8. In the wake of Tourism special places in Eight countries, The Conservation Foundation, Bosselman Fred P. 1979, Washington D.C.
9. Tourism & Development Bouyden Jahn N. Cambridge University Press, London. 1978
10. A Plan for Managing Tourism in Bahamas Islands Checa K. Co.. Washington D.L. 1969

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions



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