

**Type/Status : Core**

**Course Code : TCRM 41424**

**Title : Tourism Planning**

**Learning Outcome:**

At the end of this course unit students will be able to demonstrate a comprehensive and analytical knowledge and understanding of the significance and methods tourism planning.

**Course Content:**

A study of Tourism policy, role of the government in tourism planning, policy areas, decision making processes, interpretation of tourism planning, models and approaches of planning.

**Method of teaching and learning:** Lectures, seminars, tutorials, assignments and field studies

**Scheme of Assessment:** End of Semester written examination, assignment, tutorials and presentations

**Recommended Reading:**

Bandara, H.M. (2001) *Tourism Development Planning in Developing Countries, A critique*, Stamford Lake, Colombo

Bandara, H.M. (2003) *Tourism Planning in Sri Lanka*, Stamford Lake, Colombo

Faulkner, Bill (2006) *Progressing Tourism Research* Viva Books Private Limited, New Delhi, India

March R. and A.G. Woodside (2005) *Tourism Behaviour Traveller's Decisions and Actions* CABI Publishing UK

UNDP/WTO (1993), *Tourism Master Plan- Sri Lanka*, United Nations Development Programme and World Tourism Organization, Madrid.