



**Indraprastha College for Women
University of Delhi**

Course Name:	B A Geography : SEC
Paper Title:	Sustainable Eco Tourism and Entrepreneurship
Unique Paper Code:	
Semester:	III
Faculty(s):	Dr Neetu Malik
Year:	August 2026 – November, 2026

Work Plan			
Period	Unit No.	Learning Objective	Topics to be Covered
Aug. 1 st week		Practical/Hands on exercises	Assess the current state of ecotourism in little-known/explored areas and examine ecotourism potential
Aug. 2 nd week		Practical/Hands on exercises	Field surveys to identify the existing locations having ecological, wildlife, scenic, and ethnic potential for ecotourism and analyze existing prevalent eco-practices having the potential to integrate with ecotourism programme
Aug. 3 rd week		Practical/Hands on exercises	Identify ten plant species having ecological, economic, and cultural significance as ecotourist attraction
Aug. 4 th week		Practical/Hands on exercises	Develop stories on the selected wild habitats to attract ecotourists from within and outside the country
Sept. 1 st week		Practical/Hands on exercises	Identify suitable track and prepare a checklist of birds and animals with their stories for a diverse group of ecotourists
Sept. 2 nd week		Practical/Hands on exercises	Examine the current state of natural

			resources and develop suitable messages and appropriate media for educating different target groups
Sept. 3 rd week		Practical/Hands on exercises	Survey and identify the target group for ecotourism based on their age, education, economic and other criteria and evaluate their psychological barriers to ecotourism
Sept. 4 th week		Practical/Hands on exercises	Conduct inventory of facility and analyze a preliminary competitive advantage over ecological attractions in the nearby area
October 1 st week		Practical/Hands on exercises	Analyze tourist spending patterns and track preferences for ecotourism attractions in nearby areas and add value to ecological, wildlife, and cultural attractions
October 2 nd week		Practical/Hands on exercises	Survey attitude and perception of residents regarding ecotourism plan and analyze costs and benefits of the sustainable ecotourism development programme using a demand-driven marketing approach
October 3 rd week		Practical/Hands on exercises	Develop messages, stories, and pictures to attract tourists and promote ecotourism in the target area
18th Oct-25 th Oct		BREAK	MID-SEMESTER BREAK
Nov. 1 st week		Practical/Hands on exercises	Analyze basic elements of ecotourism, the special needs of ecotourists, develop trips and travel packages offering an array of experiences and predict the market trends
Nov. 2 nd week		Practical/Hands on exercises	Develop ecotourist activities for

			individuals, families, and groups and craft social media campaigns for the proposed ecotourism business
Nov. 3rd week		Practical/Hands on exercises	Develop a plan for strategic alliances and partnerships with other projects/groups/organizations for public- private partnership in the proposed ecotourism programme
20th Nov	DISPERSAL OF CLASSES		

S. No.	Name of Authors/Books/Publishers
1.	Ballantyne, R. and Packer, J., 2013. International Handbook on Ecotourism. Edward Elgar Publishing Limited, UK
2.	Peril. A Biological Evaluation. Springer Int. Publ. (Chapters 10–11)
3.	Fletcher, R., 2014. Romancing the wild. In Romancing the Wild. Duke University Press
4.	Tanguay, G.A., and Rajaonson, J., (2015). Evaluating Sustainable Tourism Using Indicators
5	Wearing, S. and Schweinsberg, S., 2019. Ecotourism: Transitioning to the 22nd century. Routledge

	Paper Components		
Credits	Lecture (L)	Tutorial (T)	Practical (P)
2	0	0	4