JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER

Programme: B.A.   **Semester: VI**

TOURISM AND TRAVEL MANAGEMENT - PAPER VII
TOURISM PLANNING AND POLICY

Course Code: 18VITT7 / 18BT605   **No. of Hours: 45**

COURSE OBJECTIVES:
- To evaluate the earlier developments in Indian tourism- national, state and regional level, for an understanding of the future course of action.
- To acquaint the student with the rich Indian heritage invaluable for present and future.
- To equip students in preparing tourism plan and policy of different states in India.

LEARNING OUTCOME
- Students gain comprehensive knowledge on the key concepts in Tourism planning and development
- Students critically evaluate the earlier developments in Indian tourism- national, state and regional level, for an understanding of the future course of action.
- Students assesses the opportunities and acquaint themselves with the rich potentialities of Indian heritage invaluable for present and future.
- Students equip themselves in preparing tourism plan and policy of different states in India.

UNIT 1: GENERAL CONCEPTS OF PLANNING   **05 HRS**
Concepts of Planning- Tourism planning- planning and tourism development- the actors in tourism planning- causes and results of poor planning- principles of planning

UNIT 2: INTRODUCTION TO TOURISM POLICY   **05 HRS**
Tourism Policy- meaning and significance of tourism policy- evolution of tourism policy - principles of Tourism policy – Key Areas of Policy.

UNIT 3: UNDERSTANDING TOURISM PLANNING   **10 HRS**
Tourism planning: purpose and elements - types of tourism planning- Tourism Planning process- complexities of planning for tourism- factors influencing planning - Basic Tourism Development Plan, Role of Private and Public sector in Tourism Planning

UNIT 4: TOURISM PLANNING IN INDIA   **08 HRS**
History of tourism planning in India- planning: issues and constraints- sustainable tourism planning- analysis of an individual tourism project (development of a tourist circuit) – Tourism policy and its future prospects in India- policy on civil aviation.

UNIT 5: REGIONAL PLANNING CONCEPT   **05 HRS**
Regional planning- Development planning layers: international, national, regional, and local - life style and tourism planning- Rural tourism infrastructure development-Handicrafts, Folklore-Rural Destinations.

UNIT 6: POLICY- MAKING AND TOURISM DEVELOPMENT IN INDIA   12 HRS

Tourism Area development programme- National Tourism Board- State Tourism Departments- Case study of tourism policies of a few states (Karnataka, Kerala, Himachal Pradesh, Rajasthan and Goa)- Economic development and tourism development- Tourism and National progress.

REFERENCE

Bala, Usha,(1990).Tourism in India: Policy and Perspectives, New Delhi.

Bhatia, A.K., (1995). Tourism Development: Principles and Practices, New Delhi.

Burns, Peter.M, et.al, (1993). Tourism: A New Perspective ,London.

Chopra &Suhita,(1991), Tourism and Development in India, New Delhi.

Cooper &Chris,(1993).Tourism: Principles and Practices, Pitman Publishing, London.

Dharmarajan, S., (1994).Tourism in India: Trends and Issues, New Delhi.

Gill &Pushpinder, S., (1996).Dynamics of Tourism: vol. 11: Tourism- Planning and Management, New Delhi.

Sharma, J.K., Tourism Planning and Development- A New Perspective.

PRACTICAL FOR SKILL DEVELOPMENT

- Organization chart of the following:
  Ministry of Tourism, Govt of India.
  Ministry of Tourism, Govt of Karnataka
- Destination development (Case-study)
- Case study on tourism policy of an Indian state

RESEARCH PROJECT

The students are required to undertake a study on topics concerning Tourism and hospitality sector with applications of basic research techniques. The project report must have a minimum of 60 pages and submitted before the commencement of the sixth semester examination. The report will carry 100 marks and shall be evaluated by both internal and external examiners jointly.

****