

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2021 BATCH AND THEREAFTER**

Programme: B.A. / B Com TM

Semester: V

**TOURISM AND TRAVEL MANAGEMENT
TOURISM POLICY, PLANNING AND DEVELOPMENT**

Course Code:

No. of Hours: 60

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: CONCEPTS AND UNDERSTANDING OF TOURISM PLANNING 14 HRS

Concepts of Planning- Tourism planning- Planning and Tourism development- the actors in Tourism planning- causes and results of poor planning- principles of planning – Professionalism in Tourism planning

Purpose and elements of Tourism planning - 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 2: INTRODUCTION TO TOURISM POLICY 10 HRS

Tourism Policy- meaning and significance of tourism policy- evolution of tourism policy - principles of Tourism policy – Key Areas of Policy.

UNIT 3: DESTINATION PLANNING AND DEVELOPMENT 10 HRS

Concept of Destination Development: Meaning, Types and Characteristics of Tourism Destination - Destination Lifecycle- Destinations and Products –Destination Management Systems–Destination Planning Guidelines - Destination Zone - Planning Model.

UNIT 4: REGIONAL PLANNING CONCEPT 10 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 5: TOURISM POLICY- MAKING AND DEVELOPMENT IN INDIA 16 HRS

History of tourism planning in India - 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) - analysis of an individual tourism project (development of a tourist circuit) – Tourism policy and its future prospects in India - Economic development and tourism development- Tourism and National progress.

SKILL DEVELOPMENT

1. Illustrate the Organization chart of the following:
 - Ministry of Tourism, Govt of India.
 - Ministry of Tourism, Govt of Karnataka
2. Case-study project on Destination development
3. Case study presentation on
 - National Tourism Policy 2022
 - Tourism policy of an Indian state
4. Students undertake field visits to national, regional, and local destinations to understand the local life style and prepare report on opportunities with regard to the rich potentialities of Indian heritage invaluable for present and future

REFERENCE

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- Bezbarua, M.P(1999) Indian Tourism Beyond the Millenium, Gyan Publishing House
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- Dharmarajan, S., (1994). Tourism in India: Trends and Issues, New Delhi.
- Donald E. Hawkins, Elwood L. Dhafer and James mRovelstad (1995) Tourism Planning and Development Issues, George Washington University, Washington DC.
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- Gill & Pushpinder, S., (1996). Dynamics of Tourism: vol. 11: Tourism- Planning and Management, New Delhi.
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- P.C. Sinha (1998) Tourism Planning, Anmol Publication Pvt. Ltd., New