

BTTM-602

Tourism Policy and Planning

Programme: Bachelor in Tourism and Travel Management BTTM 16

Year / Semester: 6th Semester

Objective: To impart knowledge regarding the process and approaches to tourism policy and planning. To also aware learners about the Indian tourism policies and planning constituted so far.

<u>Block 1</u> Tourism Policy and Planning Framework	
Unit 1	Review of Tourism Planning Progress in International and India Context
Unit 2	Tourism Policy – Meaning, Nature, Relevance and Salient Feature
Unit 3	Tourism Planning: Significance, Constraints, Grey Areas and Scope
Unit 4	Levels and Types of Tourism Planning
Unit 5	Destination Development and its Components
Unit 6	Concept of Destination Life Cycle and its Relevance in the Context of Destination Planning
<u>Block 2</u> Steps and Stages in Destination Planning	
Unit 7	‘Conceptualization’, ‘Background Analysis’ and ‘In-depth Research and Analysis Phase’
Unit 8	‘Synthesis’ Phase and Preparation of Position Statements
Unit 9	Objective-setting, Goal-setting and Strategy-setting and Plan Writing
Unit 10	Tourism Project Feasibility Study
<u>Block 3</u> Approaches to Tourism Planning	
Unit 11	Eco-centric or Environmental Approach of Tourism Planning
Unit 12	Community Approach of Tourism Planning
Unit 13	Concept of Tourism Complex Planning and its relevance in Indian Context.

	<u>Block 4</u> Tourism Policy and Planning: Indian Perspective
Unit 14	Place of Tourism in India's Five Year Plans
Unit 15	Tourism Policy of India and Contribution of NCT to this Effect
Unit 16	Organizational Structure of Tourism in India at Central and State Level
Unit 17	Salient Features of the Tourism Policy of Himachal Pradesh, Rajsthan, Goa, Karnataka and Kerala.