

**COURSE NO: THMC-102**

**TITLE: PRINCIPLES, PRACTICES AND POLICIES OF TOURISM**

**TOTAL CONTACT HOURS:**

**(60 HOURS)**

**Objectives of the Course:** This course will enable students to understand the sociological, psychological and geographical dimension of tourism planning and development through roles played by the government and non government agencies.

**Module 1: The Tourist and Tourist System**

**(12 Hours)**

Introduction – definition- scope – types of tourism systems- cost and benefits of tourism- basis and principles-multiplier effect- carrying capacity.

**Module 2: Tourism planning**

**(12 Hours)**

Process- purpose of tourism planning- approaches- techniques of forecasting – policy and considerations- Theories of development and its application in tourism - Approaches in planning- National – Regional – Local Planning – Planning Process – Failure of Plans- Monitoring and Reformulation of Plans

**Module 3: Demand for Tourism and Tourist Destinations**

**(12 Hours)**

Demand: Concepts of demand for tourism- consumer behavior and tourism demand- determinants of tourism demand- Measuring the demand for tourism- patterns of demand- different types of tourism – Eco- tourism/Health/adventure/ spiritual

**Module 4: Strategic Plan elements**

**(12 Hours)**

Indian Perspective to National and regional planning-Five Year Plans- community level-tourism related infrastructure- facilities and services- visitor attraction

**Module 5: Destination Management**

**(6 Hours)**

Strategic integrated planning- visitor profiles- implementation techniques- tourism plans

**Module 6: Tourism Planning and Policies in Indian Perspective**

**(6 Hours)**

Concept of community based approach for Tourism Planning- public private partnership (PPP) - Assessment of tourism planning process in Indian context.

Recommended Reading list:

1. Seth, PranNath& Seth, SushamaBhat (2010): *An Introduction to Travel and Tourism*, Sterling Publishers. N. Delhi,.
2. Bhatia , A. K.: *An Introduction to Travel and Tourism*, Sterling Publishers.
3. Chris Cooper & John Fletcher(2008): *Tourism: Principles and Practice*, Prentice-Hall

