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)

Module 2: Tourism planning (12 Hours)

Module 3: Demand for Tourism and Tourist Destinations (12 Hours)

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, Pran Nath & Seth, Sushama Bhat (2010): An Introduction to Travel and Tourism, Sterling Publishers. N. Delhi,