

**COURSE NO: THMO-130**  
**TITLE: TOURISM IN INDIA**  
**TOTAL CONTACT HOURS:**

**(60 HOURS)**

Objectives of the Course: To enable students to focus attention on India externally and internally to create national consensus for promotion of tourism and understand various perspectives of Tourism in India.

Module 1: Introduction to Tourism in India. (15 Hours)

Tourism Revolution - Tourism and Leisure- Definitions- Benefits from tourism- Incentives for Development.

Module 2: States Perspectives. (15 Hours)

Resource potential in Tourism in various states of India.

Module 3 : Tourism Development under Different Plans. (15 Hours)

First Five Year Plan- Second Five Year Plan- Third Five Year Plan- Fourth Five Year Plan- Fifth Five Year Plan- Sixth Five Year Plan- Seventh Five Year Plan-Eighth Five Year Plan- Ninth Five Year Plan- Tenth Five Year Plan-

Module 4: Tourism Policy & Planning in India- An Analysis (15 Hours)

Early years- SWOT Analysis- Analytical Review of India's Tourism Policy.

Recommended Reading List:

1. Asif Iqbal Fazili & S. Husain Ashraf : *Tourism in India Planning and Development*, Sarup & Sons Publishers, New Delhi.
2. Romila Chawla , *Tourism in India : Perspectives and Challenges*, Sonali Publications, New Delhi.
3. K.K.Sharm, *New Dimensions in Tourism and Hospitality Management*, Sarup & Sons Publishers, New Delhi.

