

COURSE NO: THMO-127

TITLE: TOURISM POLICY AND PLANNING IN INDIA

TOTAL CONTACT HOURS: (60 HOURS)

Objectives of the course: This course aims at demonstrating the critical importance of tourism policy to the competitiveness and sustainability of a destination and relates tourism planning to policy.

Module 1: Introduction to Tourism Planning (12 Hours)

Policy instruments- tourism planning and processes- tourism, hospitality and leisure industry.

Module 2: Institutional Framework of Public Tourism Policy (12 Hours)

The role of the govt- public and private sector in formulation of tourism policy- policy making bodies and its process at national levels.

Module 3: An outline of L K Jha Committee- 1963 National Tourism Policy- 1982 National Committee report- 2002, National Action Plan on tourism 1992- Policy document on tourism- opportunities for investment in hotel sectors and tourism related organizations- incentives and concessions for tourism projects- source of funding. (12 Hours)