

# *5<sup>th</sup> SEMESTER SUBJECTS*

## **BTA 25 Tourism Policy in India**

### **Module I - Tourism Planning In India**

Concept, Need, Objective of tourism planning  
Five Key Steps In Tourism Planning Process  
Three Level Tourism Planning  
Product life cycle and their applicability in tourism planning  
Urban and rural tourism planning  
Eleventh Five Year Plan An Overview  
Role of state and local tourism organisations in tourism planning

### **MODULE 2.Policy Formulation In India**

Concept of Policy,  
Formulating tourism policy  
India's National Tourism Policy, 1982 and 2002  
National Tourism Action Plan, 1992  
Role of government, public and private sectors

### **MODULE 3. Tourism Scenario In India**

Introduction to present scenario of tourism

Brief History of Tourism In India

Recognition of tourism as an Industry by Government

Investment opportunities and government policy for investment in hotel/tourism industry.

Sources of funding.

TFCI: Tourism Finance Corporation of India (TFCI)-Aims, Objectives, Organization and Functions

### **MODULE 4. International Agreements:(An Introduction)**

Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

### **MODULE 5. CASE-STUDY:**

Rajasthan Tourism Development Corporation Tourism Planning and Policy

Uttaranchal Tourism

Himachal Tourism

J&K Tourism

Kerala,

Madhya Pradesh

## **BTA 26 Resort Management**

**Module I** - Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario.

**Module II**- Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept.

**Module III**- Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dining and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

**Module IV** -Resort Management: Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis,

**Module V**- Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.

# **BTA 27 Destination Marketing and Management**

## **Module I :**

Case Studies:

Golden Triangle , Pilgrimage Tourism , Cultural Tourism

## **Module II :**

Adventure Tourism, Incentive Travel ,Health Tourism

## **Module III :**

Wildlife Tourism , Educational Tourism ,Agro-Tourism/Rural Tourism , Beach Tourism , Golf Tourism

## **Module IV :**

Introduction to Destination marketing , Environment of Destination ,Destination marketing plan ,Consumer buying Behavior

## **Module V :**

Destination Product , Destination Pricing ,Distribution Channel ,Promotion I ,Promotion II

# **BTA28 Research Methodology and Management Decisions**

- Introduction to Research Methodology
- Defining the Research Problem
- Research Design
- Sampling Design
- Methods and Techniques of Data Collection
- Processing and Analysis of Data
- Data Presentation and Analysis
- Report Writing and Presentation
- Role of Information Technology in Research