

SRI VENKATESWARA UNIVERSITY - TIRUPATI
 Program: B.A. Honours in TOURISM AND TRAVEL MANAGEMENT
 III- SEMESTER
 (MAJOR)
 (W.e.f. Academic Year 2024-25)

COURSE 6: TOURISM POLICY AND PLANNING

Theory

Credits: 4

4 hrs/week

Course Objectives	
CO 1	To learn about policy making and planning in tourism.
CO 2	To aware them on national and state tourism policies.
CO 3	To familiarize them with the investments in tourism industry.
SYLLABUS	
UNIT	CONTENT
I	Tourism policy: Definition – Need for Tourism policy – Initiatives – National Committee on Tourism (NCT-1988) – First Tourism Policy – Objectives (1982) Recommendations – National Action Plan 1992 – Objectives
II	National and State Tourism Policies: Tourism Policy 1997 – Features – National Tourism Policy 2002 – National Tourism Policy 2015 – Andhra Pradesh State Tourism Policy – General Features
III	Tourism Planning: Definition, Planning Process – Importance of planning, different phases of planning – Levels and Types of Tourism Planning – International Level, National Level, Regional Level
IV	Role of Public and Private Sector in tourism planning: Govt. Sector – Reasons of planning – Economic, Social and Cultural, Environmental Political – Private Sector Investment in Tourism Industry (Travel Agency, Airlines, Hotels)
V	Tourism & Five Year Plans: 5 year plans from 10th plan onwards, Introduction of Neethi ayog in India
	References: 1. Rattandeep Singh (2004) ; Hand Book of Environmental Guide Lines for Indian Tourism; ; Kanishka Publishers, New Delhi 2. Pran Nath Seth (2006) ; Successful Tourism Management; Sterling Publishers, New Delhi 3. J.K. Sharma (2004); Tourism Planning and Development a new perspective; Kanishka Publishers, New Delhi

	4. Dr. M.R. Dileep ; Tourism Concepts & Practices; KITTS Publication.	
	Course Outcomes	
	<ul style="list-style-type: none"> • Students would procure cognizance of the policies and planning of tourism. • They will possess knowledge of the problems of sustainable development in tourism destinations and form capacity to identify appropriate solutions. • Learners will be familiarized with various approaches and practices for tourism development. 	

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COURSE 7: TOURISM PRODUCTS OF INDIA

Theory

Credits: 4

4 hrs/week

Course Objectives	
CO 1	To understand the vast tourism resources of India.
CO 2	To know the competitiveness of India as a tourist destination.
CO 3	To identify and manage emerging tourist destinations and circuits.
SYLLABUS	
UNIT	CONTENT
I	Cultural Background of India: Types and features of tourism products- Ancient Indian Civilizations - Pre and Post Vedic Periods, Medical Science of Ancient India: Ayurveda, Yoga and Meditation, Major Religious Centers of India – Holy Places Connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and other Religious Sects
II	Historical Monuments of India – Jain and Buddhist Caves, Pillars - Stupas, Monasteries, Ancient, Hindu Temple Art, Architecture, Islamic Art and Architecture, Colonial Art and Architecture, Major Fairs and Festivals, Classical Dances, Indian Music - Different Schools, , Indian Museums, Indian Cuisines, Handicrafts of India
III	National Parks, Wildlife Sanctuaries and Biosphere Reserves of India: Locations, Accessibility, Facilities, Amenities of Dachigam, Corbett, Ranthambore, Similipal, Kanha, Bandhavagarh, Mudumalli, Periyar, Gir, Sunderbans, Manas, Valley of Flowers- Hill Stations: Locations, Accessibility, Facilities, Amenities of Gulmarg, Kullu & Manali, Shimla, Nainital, Coorg, Munnar, Ooty, Kodiakanal, Arakku, Darjeeling, Gangtok, etc., Tourist Attractions of Himalayas
IV	Adventure Tourism: Attractions of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh, Commercial Attractions- Islands, Beaches, Lakes, Rivers, Deserts of India
V	Major Tourism Circuits of India: Inter-State and Intra-State Circuits, Theme-Based Circuits - World Heritage Sites of India – Tourism by Rail- Emerging Tourism Attractions in India

	<p>References:</p> <ol style="list-style-type: none"> 1. Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld. 2. Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications. 3. Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co. 4. Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley & Sons. 5. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications. 6. Government of India. (2018). India Year Book 2018. New Delhi: Publication Division. 	
	<p>Course Outcomes</p>	
	<ul style="list-style-type: none"> • Students will form in-depth understanding of the rich and vibrant tourism resources of India. • Possess all-round knowledge about the competitive positioning and potentials of India as a premier tourism destination. • Learners tend to become adept in identifying and managing emerging destinations and would develop capabilities in designing circuits. 	

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COURSE 8: DESTINATION PLANNING AND DEVELOPMENT

Theory

Credits: 4

4 hrs/week

Course Objectives	
CO 1	To facilitate assessment of the tourism potentials of destinations and prepare tourism development plan as well as marketing techniques.
CO 2	To familiarize with the destination branding practices.
CO 3	To introduce advanced analyses and researches in the field of destination development endeavours.
SYLLABUS	
UNIT	CONTENT
I	Destination Development: Destination: Types of Destinations- Characteristics of Destinations; Destinations and Products; Destination Management Systems; Destination Selection Process; Values of Tourism
II	Destination Planning Process and Analysis: Destination Planning Guidelines: National and Regional Tourism Planning and Development - Assessment of Tourism Potential- Planning for Sustainable Tourism Development; Contingency Planning for Economic, Social, Cultural and Environmental considerations; Demand and Supply Match; Design and Innovations
III	Destination Image Development: Attributes of Destinations: Person's Determined Image, Destination Determined Image, Measurement of Destination Image – Destination Branding Perspectives and Challenges- Creating Unique Destination Proposition – Place Branding and Destination Image - Destination Image Formation Process; Unstructured Image - Product Development and Packaging - Destination Branding and the Web - Case Study of Puducherry as a Brand
IV	Destination Promotion and Publicity: Six 'A's Framework for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies
V	Institutional Support: Public Private Partnership (PPP): National Planning Policies for Destination Development- UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning -Characteristics

	of Tourism Planning for Alternative Tourism- Rural, Eco, Farm, etc - Environmental Management Systems – Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination - Destination Mapping (Practical Assignment)	
	<p>References:</p> <ol style="list-style-type: none"> 1. Butler, R.W. (2006). The Tourism Area Life Cycle: Applications and Modifications. Bristol: Channel View Publications. 2. Claire, H.T., & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. London: CABI. 3. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases. New York: Routledge. 4. Morgan, N., Pritchard, A., & Pride, R. (2001), Destination Branding: Creating the Unique Proposition. London: Butterworth and Heinemann. 5. Ritchie, J. B., & Crouch, G. I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. London: CABI. 6. Singh, S., Timothy, D.J. & Dowling, R.S. (2003). Tourism in Destination Communities. London: CABI. 	
	Course Outcomes	
	<ul style="list-style-type: none"> • Students would possess the knowledge to assess the tourism potentials of destinations. • They will for skill-sets to prepare tourism development plans as well as marketing strategies. • While getting familiarized with destination branding, learners would be instilled with the abilities for designing destination development projects. 	