

# Tourism Planning and Marketing



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## Short Description

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**Tourism Planning and Marketing SOLVED PAPERS AND GUESS**

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**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

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**TOURISM PLANNING AND MARKETING**

**SYLLABUS**

## **UNIT I**

Introduction: Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

## **UNIT II**

Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

## **UNIT III**

Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit).

## **UNIT IV**

International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.

## **UNIT V**

Tourism Marketing : Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services - Challenges and strategies.

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