

# Tourism Development, Management and Regulation

*A two-week executive course for business, regulators and tourist department officials*

## Day-wise outline and schedule

Day	Session	Topic
1	1	<b>Inauguration</b> <i>Introduction to the Course</i>
	2	<b>Tourism and the Segments in the business</b>
	3	<b>Tourism and the Segments in the Business</b> <i>Origin Linkage Destination. Stay and visit. Religious, adventure, sightseeing. Circuits. Travel linked drives, train rides. Youth, family, group. Mass and elite demands. Exotic segments. Cruises. Sites and destinations, logistics and movement, stays (hotels, inns and homestays), information and guidance. Private, public and cooperative organisations in destination management</i>
2	4	<b><i>The Information Revolution in Hospitality and Tourism</i></b>
	5	<b>Trends in Tourism and the Key Drivers</b>
	6	<b>State and markets in tourism and the recent development of PPPs in Tourism</b>
3	7	<b>Macroeconomic Linkages and Impacts</b>
	8	<b>Macroeconomic Linkages: Small Countries and Tourism Dependence</b>
	9	<b>Marketing a Region</b> <i>(1) Kerala "Gods Own Country" (2) Madhya Pradesh "The Heart of India"</i>
4	10	<b>Marketing a Country and Use of Digital Avenues</b>
	11	<b>Association of Tour Operators and their Roles</b> <i>TTAG story</i>
	12	<b>Preservation of Historical Sites and Joint Use in Tourism</b> <i>The Case of Humayun's Tomb in Delhi</i>
5	13	<b>Wellness and Medical Tourism - More Than Just Natural Endowments</b>
	14	<b>Diversification of Tourism Resources: What Would It Take To?</b>
	15	<b>Ethical Issues in Tourism</b>
6*	16	<b>The Approach of Design Thinking - An Experiential Approach</b> <i>(1) Site development and management; (2) Information and access; (3) Beach activities (high density) (4) South Goa (low density) (5) Development of water transport for tourism</i>
	17	<b>The Approach of Design Thinking - An Experiential Approach</b>

		(1) Site development and management; (2) Information and access; (3) Beach activities (high density) (4) South Goa (low density) (5) Development of water transport for tourism
18		<b>The Approach of Design Thinking - An Experiential Approach</b> (1) Site development and management; (2) Information and access; (3) Beach activities (high density) (4) South Goa (low density) (5) Development of water transport for tourism
7	19	<b>The Dark Side of Tourism: Trafficking and Drugs and the Fight to Keep Tourism Clean</b>
	20	<b>Developing a Platform for Buses - Easing Access to Transportation in a Multi-operator World</b>
	21	<b>Handling Externalities in a Difficult Environment</b>
8	22	<b>Integrating the Business Across a Region</b>
	23	<b>People's Involvement in Fragile Micro Ecosystem</b>
	24	<b>Wild-life tourism and PPPs</b> <i>Kruger National Park, South Africa</i>
9	25	<b>Open Buses in Tourism Rich Cities – What Difference do they Make, Understanding Egress and Ingress Issues in Transportation</b>
	26	<b>National Parks and Conservation. Biodiversity and Purposes Beyond Tourism</b>
	27	<b>Managing Crowds in Tourist Sites (Religious and Festival Sites) OR For Better People Management</b>
10	28	<b>World Heritage Sites?</b>
	29	<b>Tourism on “Mission Mode” Developing Tourist Resources</b> <i>MP Tourism Development Corporation</i>
	30	<b>Valedictory</b> <i>Feedback - oral and written</i>

(\*visits in groups (5) to study these topics, write reports and present the same in class)

## Study tour locations:

1. Industry Interactions: Travel & Tourism Association of Goa (TTAG), Panjim; Goa Chamber of Commerce and Industry (GCCCI), Panjim; Goa Tourism Development Corporation (GTDC) (we can arrange these visits as we (CPPG) have an ongoing project with GCCCI and TTAG on Goa Tourism
2. Academic or Skilling Interface: Institute of Hotel Management (IHM) visit; Visit to some top Hotel chains in Goa/India - like the Hyatt Group, Taj Group of Hotels (like Taj Fort Aguada), Marriott Bonvoy etc.
3. Cultural & Heritage Exposure: Fontainhas, Old Secretariat Adil Shah's Palace, Reis Magos Fort or Aguada Fort, Spice farms
4. Visti and interaction with a prominent tour operator in Goa
5. Interaction with Tourism Minister/Secretary (Tourism), GoG
6. Eco-tourism exploration in Chorao or Divar island