

UNIT II

2. Growth of Tourism

Introduction

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➤ World Tourism Growth

Role of various agencies in the growth of tourism

Role of Central and State Government

World Tourism Organization

Pacific Asia Travel Association (PATA)

India's National Tourist Administration (NTA)

➤ India Tourism Development Corporation(ITDC)

India Convention Promotion Bureau(ICPB)

Role of Private Travel Agencies

Exercise

- Explain the role of following organizations in the development of tourism-
- WTO
- PATA
- NTA
- Central & State Government

Thank You.

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