UNIT II

2. Growth of Tourism
Introduction
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.