

**Programme: Integrated MBA Hospitality, Travel and Tourism**

**Course Code: HTC201**

**Number of Credits: 4**

**Title of the Course: TOURISM CONCEPTS**

**Objective:**

At the end of the subject, the student will deal with Tourism as a System rather than as a set of disparate entities or processes. The student will deal with Tourism reality as well as other Tourism subjects that follow this subject in this manner.

**Contents:**

Overview of Tourism: What is Tourism? Components of Tourism and Tourism Management. Basic Approach to the study of Tourism, Economic Importance, Benefits and Costs of Tourism

Tourism through the Ages: Early beginnings, Early tourist attractions, The first travel agents, Historic Transportations, Chronologies of Travel

Career Opportunities: Job forecasts, job requirements, career possibilities, Career paths in Tourism

Organization of Tourism: International Organizations, Development Organizations, Regional Organizations

Passenger Transportation: Airline Industry, Rail Industry, Motorcoach Industry, The Automobile, The Cruise Industry, Other modes

Attractions, Entertainment, Recreation: Intro, Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations.

Understanding Travel Behaviour: Motivation for Pleasure Travel, Cultural and International Tourism for Life's Enrichment, Sociology of Tourism

Tourism Supply, Demand, Policy, Planning and Development: Tourism Components and Supply, Measuring and Forecasting Demand, Tourism's Economic Impact, Tourism Policy: Structure, Content and Process, Tourism planning, development and social considerations. Tourism and the Environment Essentials of Tourism Research and Marketing: Travel and Tourism Research, Tourism Marketing

Future of Tourism: The nature of future growth, New Horizons, The changing nature of Tourism Products, managing the future effectively.

**Pedagogy:** The systems thinking will be developed through comprehensive case studies and industry based assignments.

Minimum depth of coverage will be at the level of the following books.

1. Goeldner, Charles R. and J. R. Brent Ritchie, 'Tourism: Principles, Practices, Philosophies', 9<sup>th</sup> Edition, Wiley, 2002 or later editions.