

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: MBOT 002

Number of Credits: 2

Title of the Course: EMERGING TRENDS IN TOURISM

Objective:

At the end of the course the students will be able to assess various emerging trends in tourism and incorporate them while planning for new/modified tourism products. To enable study of the various tourism policies so as to understand Government's initiatives for Tourism Development. To impart information about recent trends in Domestic & International Tourism In India. To provide knowledge of key concepts for effective Tourism Development. To impart knowledge on Sustainable Tourism. To make students aware of various Pull factors affecting Tourism Destination

Contents:

Emerging trends such as space tourism, Agro-Tourism, Adventure Tourism, Medical Tourism , Eco Tourism , Rural Tourism use of virtual reality etc. Factors Responsible for Changing Tourism Concepts and Tourist Demand Patterns - Impact of Cultural, Economic, Political, Technological, Environmental and Ecological Perspectives on International Tourism International Tourism in future perspective; future projections. Tourism Measurement- measurement of tourist traffic and receipt, measurement techniques and their limitations. Tourism Policies -National Tourism Policy-2002 , National Tourism Plan-1992 . Emerging trends in Tourist Motivations. Recent Trends in Domestic and International Tourism in India . Importance of Meetings, Incentives, Conferences & Exhibitions (MICE) in Destination Development. demographics & segments emerging in the world and its impact on tourism. Impact of information technologies on tourism. Similarities & differences in eco-lodges. Managerial issues in eco-tourism. Trends in Event tourism, Health Tourism. Adventure tourism issues and challenges .Emerging trends in Rural & Agro tourism, Inbound & Outbound Tourism. Key Concepts for Effective Tourism Development - Negative Impacts of Tourism, Carrying Capacity, Destination Life Cycle, Doxey's Irridex. Sustainable Tourism: Principles & Guidelines Pull Factors affecting Tourism Destination.

Pedagogy:

Discussion of case studies, articles, brainstorming etc.

Reading indicating minimum depth of coverage:

Tourism Principles, Practices, Philosophies, Charles R. Goeldner, Wiley.

Emerging Trends of International Tourism in India, Mohammad Saleem Mir,
Lambert Publishing

Emerging Trends in Tourism, Anil Verma.

Articles from academic and popular journals on tourism and related industries