

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: HTC 207

Number of Credits: 2

Title of the Course: INTERNATIONAL TOURISM

Objective:

To enable the students to take decisions and actions with an understanding of the economics and sociology of international tourism.

Content:

Global Issues and Travel and Tourism

Phenomenon of international tourism using theories from economics and sociology. Travel Business Management

Tourism, Society and Culture Eco Tourism

Social Media & Marketing Metrics

Festivals and Events: a cross-cultural comparative Cruise Management: a Critical Perspective

Destination Niche Tourism: Development and Management

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

1. 'International Tourism: A Global Perspective'; WTO, Latest Edition
2. Lanfant, Marie-Francoise, et al (ed); 'International Tourism: Identity and Change'; Sage; Latest Edition
3. Lundberg, D.E. et al.; 'International Travel and Tourism'; Wiley, Latest Edition
4. Jack, G. & A. Phipps. 'Tourism and intercultural exchange: Why tourism matters'. Tonawanda, NY: Channel View Publications. Latest Edition
5. Urry, J. 'The Tourist Gaze'. Boston: Elsevier Butterworth-Heinemann; Latest Edition
6. Horner, S. & J. Swarbrooke. 'International cases in tourism management'. Boston: Elsevier Butterworth-Heinemann; Latest Edition