

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: HTO 101

Number of Credits: 2

Title of the Course: TOURIST AND TOURISM

Objective:

On completion the students will be able to use a richer sociological and anthropological understanding of tourism while planning tourism products and services

Contents

Growth of travel through age, Growth & development of modern tourism. Motivation for travel- basic travel motivations, sociology of tourism, role of state in promoting social tourism, social significance of travel, evolution of demand, factors influencing the growth of tourism. The organisation of tourism, need for organisation, factors influencing type of organisation, recommendation of the UN conference, the national tourist organisation, tourist organisation in India. Types of Tourist: Tourist, traveler, excursionist. Forms of tourism: Inbound, Domestic, International. Factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Major outbound tourism countries. Sustainable Tourism Sustainable Tourism Development: Meaning- Principles Planning for Sustainable Tourism: - Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its Type Unit IV: Approaches of Sustainable Tourism- Standardization and Certification – Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem- Biodiversity 17 and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation. Responsible Tourism. Tourism and tourist theories. Tourist gaze. Quest for the other representation in tourist authenticity.

Pedagogy: Discussion of articles, case studies etc.

Reading indicating minimum depth of coverage

1. Chambers, Erve, Native Tours: The Anthropology of Travel and Tourism, Latest Ed.
2. Lofgren, Orvar; "On Holiday: A History of Vacationing", Latest Edition
3. Urry, J. "The Tourist Gaze", Boston, Elsevier Butterworth_Heinemann, Latest Ed.
4. Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London