

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

**Course Code: HTO 102**

**Number of Credits: 2**

**Title of the Course: TOURISM INDUSTRY**

**Objective:**

To develop competence in analyzing the structure of the components of the global and Indian tourism industry to enable the students to take decision consistency with the lecture. Students will be able to ascertain the relevance of the tourism industry, analyse the tourism impacts, and identify the role of marketing in the tourism industry.

**Content:**

Structure of different sectors of the tourism industry and issues involved; accommodation, transport, attraction, tourism service, tour operation. Global tourism industry scenario and global tourism trends. World travel market. Global tourism statistics, major generating & receiving countries. Issues in Global tourism. Sustainability, Climate Change, Terrorism. Emerging Forms of Tourism around the Globe. Travel retail sectors, Public, Private and voluntary sector, technological development, political environment, social trends and economics trends. Tourism industry in India with special reference to Goa. Correlation between tourism and the Indian economy. Different typologies of tourism- Psychographic Characteristics. Concept of Demand and Supply in Tourism, Factor Affecting demand and supply in tourism. Necessary attributes for an ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination Various attractions in India. Importance of Incredible India Campaign and the initiatives taken by the government. Current and future trends in the tourism service sector. Sustainability and development. Various tourism circuits of India and the attractions.

**Pedagogy:** Case studies, discussion of articles from the popular press and an assignment on at least one sector of the tourism industry for their first assignment.

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

1. Beech, J and Chadwick, S.(2005) the business of tourism management, New York: financial times/prentice Hall
2. Cooper C Fletcher, J Gilbert, D S shepherd, R & Whanhill, S,(2005) tourism principles and practice, 3rd edition, Harlow: Longman
3. Evans, N, Campbell, D and storehouse, G (2003) Strategic Management for travel and tourism, Oxford: Butterworth- Heinemann
4. Holloway J. (2002) the business of tourism (6th ed.), Longman: Harlow